

BULKY DOCUMENTS

(Exceeds 300 pages)

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with Exhibits

Part 8 of 9



FALL 2007

DOMESTIC AVP PRINT













S110 S111 S112

DOMESTIC AVP AUTOGRAPH CARDS













\$109

S104

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mall, trade booth displays,
- PR and website for 1 year from 6/1/05.

 2 year worldwide usage on all in-store POS images from 6/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from

FALL 2005

DOMESTIC UNDERWEAR OUTDOOR BILLBOARD



DOMESTIC UNDERWEAR TAXI TOP



DOMESTIC UNDERWEAR OUTDOOR



U06

USAGE

Underwear

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 7/1/05.
- 2 year worldwide usage on all in-store POS images from 7/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 7/1/05.

FALL 2015

DOMESTIC UNDERWEAR INSTORE MALL PANELS



U06

DOMESTIC UNDERWEAR INSTORE





- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 7/1/05.
- 2 year worldwide usage on all in-store POS images from 7/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 7/1/05.

FALL 200°

DOMESTIC + INTERNATIONAL EYEWEAR PRINT



S133, E20, S116, W09



S116



E20



S121

USAGE

Eyewear

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.

FALL 2005

DOMESTIC EYEWEAR INSTORE











DOMESTIC BOYS EYEWEAR INSTORE



USAGE

Eyewear

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.

FALL 2005

DOMESTIC TAILORED PRINT



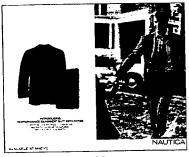


T19

DOMESTIC TAILORED HALF PAGE ROP



T21 T19



T23 T26

DOMESTIC TAILORED INSTORE



T26



T19

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.

FALL 2005

DOMESTIC + INTERNATIONAL COLD WEATHER PRINT



S120

DOMESTIC + INTERNATIONAL COLD WEATHER INSTORE



S120

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mall, trade booth displays, PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.

FALL 2777

DOMESTIC + INTERNATIONAL WATCH PRINT



W08

DOMESTIC + INTERNATIONAL WATCH INSTORE



W08

USAGE

Footwear

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.

FALL 2005

DOMESTIC + INTERNATIONAL FOOTWEAR PRINT



F08

DOMESTIC + INTERNATIONAL FOOTWEAR INSTORE



F08

USAGE

Footwear

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.

FALL 2715

DOMESTIC + INTERNATIONAL HOSIERY PRINT

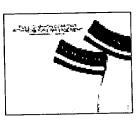


F08

DOMESTIC + INTERNATIONAL HOSIERY INSTORE



F08



HSY02



HSY02

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) Including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays,
- PR and website for 1 year from 8/1/05.

 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.

FA: _ 2005

DOMESTIC + INTERNATIONAL HOME PRINT



H20



H21



S140, H21, H23, H20



H20

S140

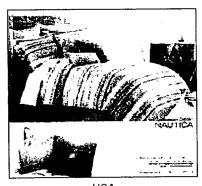




H20

MSLP09

DOMESTIC HOME NEWSPAPER ROP



H24 H22

USAGE

Home

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays.
 PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.

FALL 200

DOMESTIC HOME INSTORE



H21



H20

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.

FALL SONE

DOMESTIC WOMENS SLEEPWEAR PRINT



WSLP09 HSY03

DOMESTIC WOMENS SLEEPWEAR INSTORE



WSLP09



WSLP08



WSLP09 HSY03



WSLP08

USAGE

Sleepwear

- Workfwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.
- 2 year worldwide usage an all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from B/1/05.

FALL 2005

DOMESTIC MENS SLEEPWEAR INSTORE



MSLP07



MSLP08



MSLP07



MSLP08



MSLP07 F10

USAGE

Sleepwear

- Workdwide consumer and trade advertising (excluding Southern Hernisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.

FALL 20.7

DOMESTIC SWIM PRINT



SW22

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mali, trade booth displays, PR and website for 1 year from 8/1/05.

 • 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from
- 8/1/05.

F7 Lt. 2005

DOMESTIC SWIM INSTORE







SW23

SW24

SW25







SW26

SW28

SW29

USAGE

Swim

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.

FAL

DOMESTIC SWIM INSTORE







SW24



SW26



SW27



\$W28



SW29

USAGE

Swim

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.



DOMESTIC SAIL CLOTH USAGE



NJ79 ADVERTISING INSTORE

Workdwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.

• 2 year worldwide usage on all in-store POS Images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from

^{8/1/05.}



DOMESTIC MENS JEANS PRINT

DOUBLE PAGE SPREAD WITH 4PG INSERT



NJ78 NJ81



BACK





FRONT



4PAGE INSERT-INSIDE

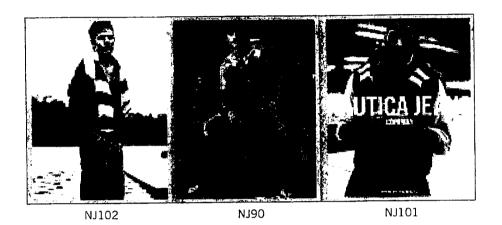
NJ97, NJ98, NJ96, NJ99, NJ100

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays. PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.



FA... 2005

DOMESTIC MENS JEANS GATEFOLD



DOMESTIC MENS JEANS PRINT



NJ85



09LN



NJ78

USAGE

Jeans

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.



F-... 2005

DOMESTIC MENS JEANS PRINT







NJ103 NJ78



NJ81 NJ83



NJ104 NJ83



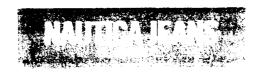
NJ90 NJ92

DOMESTIC MENS JEANS OUTDOOR



NJ78, NJ101, NJ88, NJ81, NJ83

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, Indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.



E., 2017

DOMESTIC MENS JEANS INSTORE

NJ92

FRONT

NJ87



88LN



NJ83



NJ100



NJ98

USAGE

Jeans

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including but not limited to print advertising, outdoor, indoor, collateral, direct mall, trade booth displays, PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.



FA L 2005

DOMESTIC MENS JEANS INSTORE



FRONT





NJ96

NJ95



BACK





NJ97

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays,
- PR and website for 1 year from 8/1/05.

 PR and website for 1 year from 8/1/05.

 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from



DOMESTIC MENS JEANS INSTORE



VINTAGE NJ87 SAND POCKET



VINTAGE NJ84 **RUST BROWN**



VINTAGE **NJ88** DEEP GREEN

DOMESTIC MENS JEANS SHELF TALKERS



NJ97



NJ98



NJ96

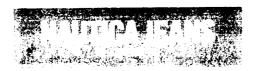


NJ99



NJ100

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays,
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.



FALL 2005

DOMESTIC MENS JEANS SHELF TALKERS



NJ97 NJ90

RELAXED THICH ! 17" BUTTOM OPENING

NJ88

NJ80

NJ98

NJ99

NJ78 NJ96



- Worldwide consumer and trade advertising (excluding Southern Hemisphere) Including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays. PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.



DOMESTIC MENS JEANS INSTORE

FRONT

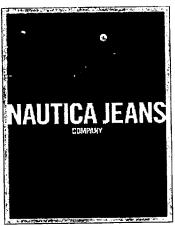


NJ89



NJ89

BACK



VINTAGE DEEP GREEN



VINTAGE SAND POCKET

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from



FAL. 2005

DOMESTIC MENS JEANS INSTORE



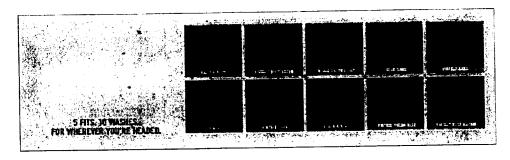
NJ87, NJ78, NJ101, NJ88, NJ81, NJ83

DOMESTIC MENS JEANS DENIM FIT GUIDE



FRONT

NJ97, NJ98, NJ96, NJ99, NJ100



BACK

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.



INTERNATIONAL MENS JEANS PRINT







NJ93



NJ104



NJ87



NJ90



NJ78

USAGE

Jeans

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.



INTERNATIONAL MENS JEANS PRINT



NJ81 NJ78



NJ101 NJ90

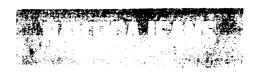


NJ81 NJ83



NJ104 **NJ83**

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.

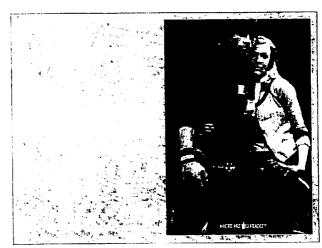


F 2005

INTERNATIONAL MENS JEANS BILLBOARD







NJ93



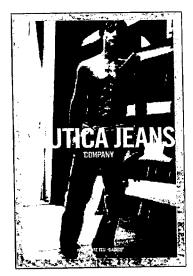
NJ86

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays,
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.



FAUL 20 3

INTERNATIONAL MENS JEANS BUS SHELTER



NJ78



NJ87



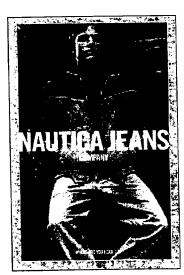
NJ96



NJ93



NJ86



NJ95

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collaterat, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.



INTERNATIONAL MENS JEANS INSTORE

NJ92

FRONT

NJ87



NJ88



NJ83



NJ100



NJ98

UŞAGE

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS Images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from



INTERNATIONAL MENS JEANS INSTORE

HAUTRA

NJ94

FRONT

NJ96



NJ95



NJ96



NJ96



NJ97

USAGE

Jeans

- Worldwide consumer and trade advertising (excluding Southern Hernisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from B/1/05.



INTERNATIONAL MENS JEANS LIGHTBOX



NJ88



NJ89



NJ93



NJ86

USAGE

Jeans

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.

FALL &

DOMESTIC BOYS SAIL CLOTH USAGE

S104 INSTORE

Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.

^{• 2} year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.

FALLI

DOMESTIC BOYS INSTORE



B55 B56



B60 B58



B56



B59

- Workdwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays. PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.

FA 11 20%

DOMESTIC BOYS INSTORE



B55



B57



B60



B62

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.

FALL 2005

DOMESTIC BOYS INSTORE



B61



B58

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.

FALL 2005

INTERNATIONAL BOYS BILLBOARD



B61



B58

- Boys

 Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.

FAL. 2005

INTERNATIONAL BOYS BUS SHELTER







B57

B60

B56

- Boys

 Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.

FALL 2005

INTERNATIONAL BOYS INSTORE



B60





B56

B57



B55



B58

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.

FALL 2017

INTERNATIONAL BOYS INSTORE LIGHTBOX



B56



B57



B59

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays,
- PR and website for 1 year from 8/1/05.

 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from

FALL 2017

DOMESTIC KIDS MALL PANEL



K33, K36, K34, K38

Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.

^{• 2} year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from

NAUTICAKINS

FALL 2005

DOMESTIC KIDS CASHWRAP





K38

K38

DOMESTIC KIDS PRODUCT POSTERS



K33 K43



K38 K44



K41 K42

- Worktwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.

NAUTICA (CDS)

FALL 2005

DOMESTIC KIDS INSTORE



K34



K35



K36



K37



K39



K40

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays. PR and website for 1 year from 8/1/05.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/05.

SPRING 2005

DOMESTIC BOYS INSTORE







B45_A









- Boys

 Worldwide consumer and trade advartising including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from
- 2 year worldwide usage on all in-store POS images from 2/1/05. The same usage as above for an additional year in the Southern Herrisphere, due to opposite seasons from
 2/1/06.

SPRING 2005

DOMESTIC BOYS INSTORE







- Boys

 *Workfivide consumer and trade advertising including, but not limited to print advertising, outdoor, indoor, colleteral, direct mail, trade booth displays. PR and website for 1 year from 2/1/05.

 * 2 year workfivide usage on all in-store POS images from 2/1/05. The same usage as above for an additional year in the Southern Hamisphere, due to opposite seasons from 2/1/05.

SPRING 2005

INTERNATIONAL BOYS BILLBOARD



INTERNATIONAL BOYS LIGHTBOX



B51_B

- "Worldwide consumer and trade advertising including, but not limited to print advertising, outdoor, budger, collateral, direct mail, trade booth displays, PR and website for 1 year from 2/1/05. The same usage on all in-store POS images from 2/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 2/1/05.

SPRING 2005

INTERNATIONAL BOYS BUS SHELTER



- Boys

 Worldwide consumer and bade advertising including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 2/1/05.

 2 year worldwide usage on all bi-store POS images from 2/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 2/1/05.

SPRING 2005

INTERNATIONAL BOYS SPRING INSTORE













- Boya

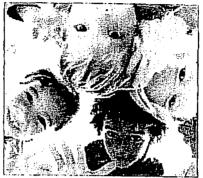
 *Worldwide consumer and trade advertising including, but not limited to print advertising, outdoor, indoor, cultateral, direct mail, trade booth displays, PR and website for 1 year from 2/1/05.
- 2 year worldwide usage on all in-store POS images from 2/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 2/1/05.

SPRING 2005

DOMESTIC KIDS CASHWRAP







K25_B

Kide

Worldwide consumer and trade advertising including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from

<sup>2/1/05.

2</sup> year worldwide usage on all in-store POS Images from 2/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 2/1/05.

SPRING 2005

DOMESTIC KIDS INSTORE

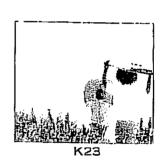
















- 2 year worldwide usage on all in-store POS images from 2/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 2/1/05.

NAUTICA KIDS

SPRING 2005

DOMESTIC KIDS INSTORE













USAGE

Kida

- Worldwide consumer and trade advartising including, but not limited to print advertising, outdoor, indeer, collateral, direct mail, trade booth displays, PR and website for 1 year from 2/1/05.
- 2 year worldwide usage on all in-store POS images from 2/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 2/1/05.

SPRING 2005

DOMESTIC FOOTWEAR INSTORE



- Footwear

 Worldwide consumer and trade advertising including, but not limited to print advertising, outdoor, indoor, collateral, direct nual, trade booth displays, PR and website for 1 year from
- 2 year workhylde usage on all in-store POS Images from 2/1/05. The same usage as above for an additional year in the Southern Hamisphere, due to opposite seasons from 2/1/05.

HOLIDAY 2005

THOMAS JANE USAGE

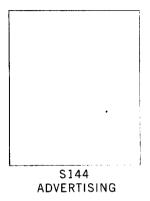
We are very excited to launch the Holiday 2005 Navigate Life campaign. Hi-resolution images will be available to you shortly via Shared Marketing Services Brand Construction Kit, a new Nautica FTP site. One special feature of this campaign is actor, Thomas Jane. Thomas Jane can be seen in such movies as "The Punisher", "The Sweetest Thing" and "Boogie Nights".

As Thomas is exclusive to Nautica through the Holiday 2005 campaign, it is crucial to adhere to the strict permitted usage requirements regarding his image. You will find these usage guidelines on the FTP site. Please be advised that any image that includes Thomas Jane whether it is in-store or print/outdoor/trade advertising may not be used after February 28, 2006. As a condition of your use of these images, you are obligated to remove any existing images by this date.

We appreciate your awareness of, and adherence to, this obligation. We are confident that our new campaign featuring Thomas Jane will be mutually beneficial to you and NAUTICA.

HOLIDAY 2005

DOMESTIC SPORTSWEAR SAIL CLOTH USAGE



ADDITIONAL SPORTSWEAR IMAGES





USAGE

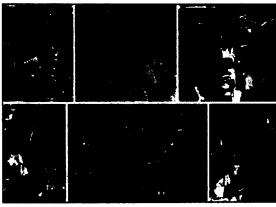
- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 11/01/05.
- 2 year worldwide usage on all in-store POS images from 11/01/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 11/01/05.

HOLIDAY 2005

DOMESTIC SPORTSWEAR INSERT



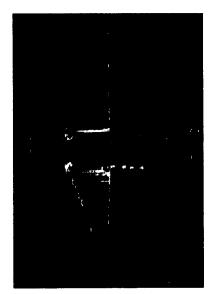
FRONT PAGE \$146



SPREAD S147, S150, S149 S148, S152, T28



BACK PAGE \$155



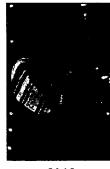
FOLD-OUT POSTER \$143

USAGE

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays. PR and website for 1 year from 11/01/05.
- 2 year worldwide usage on all in-store POS images from 11/01/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 11/01/05.

HOLIDAY 2005

DOMESTIC SPORTSWEAR GATEFOLD





S146

\$147, \$150, \$154 \$148, \$152, T28

S143

DOMESTIC SPORTSWEAR PRINT





USAGE

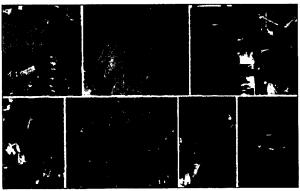
- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 11/01/05.
- 2 year worldwide usage on all in-store POS images from 11/01/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 11/01/05.

HOLIDAY 2005

DOMESTIC SPORTSWEAR PRINT



S152, S143



S147, S150, S154 S148, S152, T28, S143

USAGE

Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 11/01/05.

^{• 2} year worldwide usage on all in-store POS images from 11/01/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 11/01/05.

HOLIDAY 2005

DOMESTIC SPORTSWEAR OUTDOOR BILLBOARD



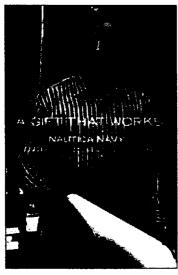
S152, S143

USAGE

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 11/01/05.
- 2 year worldwide usage on all in-store POS images from 11/01/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 11/01/05.

HOLIDAY 2005

DOMESTIC SPORTSWEAR INSTORE



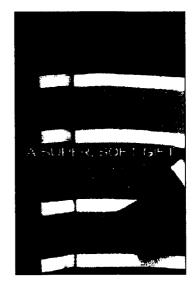
S153



S156



S157



S158

USAGE

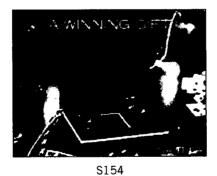
- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 11/01/05.
- 2 year worldwide usage on all in-store POS images from 11/01/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 11/01/05.

HOLIDAY 2005

DOMESTIC SPORTSWEAR INSTORE



S154



USAGE

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 11/01/05.
- 2 year worldwide usage on all in-store POS images from 11/01/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 11/01/05.

HOLIDAY 2005

DOMESTIC TAILORED PRINT





T28, S143 S152, T28, S143

USAGE

Tailored

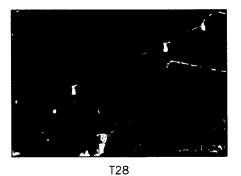
- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 11/01/05.
- 2 year worldwide usage on all in-store POS images from 11/01/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 11/01/05.

HOLIDAY 2005

DOMESTIC TAILORED INSTORE



T28



USAGE

Tallored

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 11/01/05.
- 2 year worldwide usage on all in-store POS images from 11/01/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 11/01/05.



MAUTIC

SPRING 2114

ED BURNS USAGE

We are very excited to launch the Spring 2006 Navigate Life campaign Hi-resolution images will be available to you shortly via Shared Marketing Services Brand Construction Kit. the Nautica FTP site. One special feature of this campaign is actor, Ed Burns. Ed Burns can be seen in such movies as "Saving Private Ryan","15 Minutes" and "Confidence".

As Ed is exclusive to Nautica through the Spring 2006 campaign, it is crucial to adhere to the strict permitted usage requirements regarding his image. You will find these usage guidelines on the FTP site. Please be advised that any image that includes Ed Burns whether it is in-store or print/outdoor/trade advertising may not be used after March 1, 2007. As a condition of your use of these images, you are obligated to remove any existing images by this date.

We appreciate your awareness of and adherence to this obligation. We are confident that our new campaign featuring Ed Burns will be mutually beneficial to you and NAUTICA.

SPRING 200.

DOMESTIC SPORTSWEAR PRINT





S164

S161

USAGE

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mall, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06

SEP 183 BULE

DOMESTIC SPORTSWEAR PRINT









\$161 S165 S171 S163





USAGE

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06

್ರ೯೯೮% ಆ 200€

DOMESTIC SPORTSWEAR PRINT

SPORTSWEAR INSERT - 4 PG



LEFT HAND - RUN OF BOOK PAGE H31



FRONT PAGE S167



SPREAD S164, S169



BACK PAGE SW23



COPYSPLIT \$169

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and websile for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.

SPRING 2006

DOMESTIC SPORTSWEAR PRINT

SPORTSWEAR INSERT - 8 PG



FRONT PAGE \$176



SPREAD S161



SPREAD \$164, \$169



SPREAD S170



BACK PAGE T30



RIGHT HAND -RUN OF BOOK PAGE S177



COPYSPLIT S164

USAGE

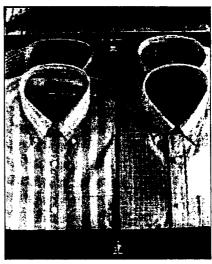
- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mall, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.

SPR . 3 2006

DOMESTIC SPORTSWEAR INSTORE



S179



S180



\$181



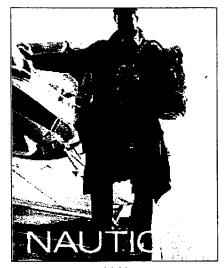
S182

USAGE

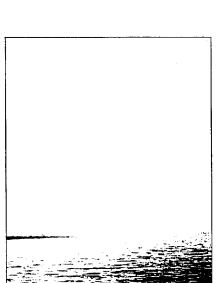
- Worldwide consumer and trade advertising (excluding Southern Hernisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.

SF# 1.3 2006

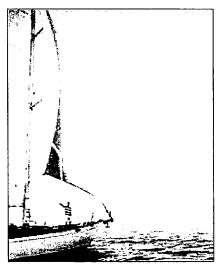
DOMESTIC SPORTSWEAR INSTORE



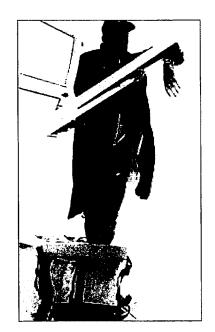




S183



S166



S162

USAGE

- Worltwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.

SFF 1.3 2006

DOMESTIC SPORTSWEAR PRINT

FATHERS DAY INSERT



LEFT HAND -RUN OF BOOK PAGE \$171



FRONT PAGE S174



SPREAD W12, S173



SPREAD \$172, T30



SPREAD S160, S175



BACK PAGE S165



COPYSPLIT S171

USAGE

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mall, trade booth displays.
 PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.

SFF: 3 2006

DOMESTIC SPORTSWEAR PRINT - FATHERS DAY ROP



S171





\$172

S173

USAGE

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worklwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.

SPRING 2011

INTERNATIONAL SPORTSWEAR PRINT







USAGE

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays. PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06

SEE 4 () 2 11 6

INTERNATIONAL SPORTSWEAR PRINT







S161









S161

USAGE

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06

SP - 113-21.18

INTERNATIONAL SPORTSWEAR NEWSPAPER ROP



\$163



FATHER'S DAY ONLY

INTERNATIONAL SPORTSWEAR BILLBOARD



S161

USAGE

- Workwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06

SERVIB 1018

INTERNATIONAL SPORTSWEAR INSTORE







S169



S164



S163



USAGE

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06

SPRING 2006

INTERNATIONAL SPORTSWEAR INSTORE









USAGE

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year workdwide usage on all In-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to apposite seasons from 3/1/06

SPRING 200 E

INTERNATIONAL SPORTSWEAR BUS SHELTER





016/



S169



T30



NA ...

S163

USAGE

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays.
 PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06

SPF * ^ 2006

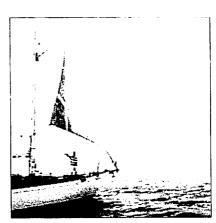
INTERNATIONAL SPORTSWEAR LIGHTBOX



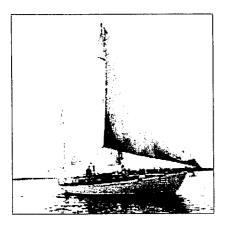




S164



S166



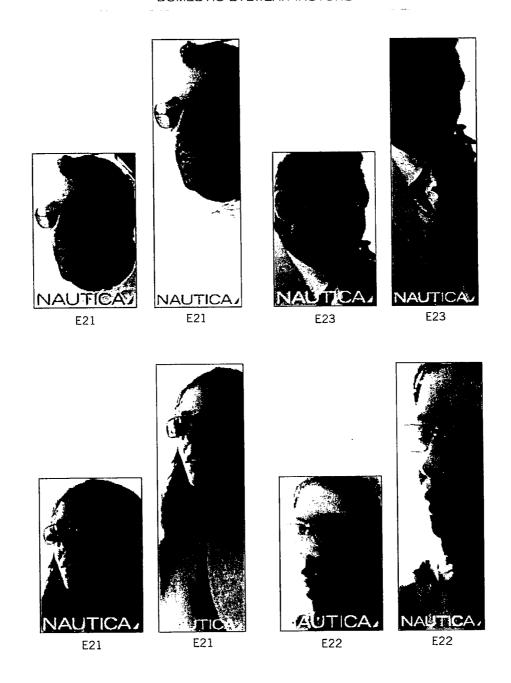
S167

USAGE

- Worldwide consumer and trade advertising (excluding Southern Hernisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06

일류투 AUG 2006

DOMESTIC EYEWEAR INSTORE



USAGE

Eyewear

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 31/1/06.
- 2 year worldwide usage on all in-store POS images from 31/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 31/1/06.

SPRII3 2006

DOMESTIC CHILDREN EYEWEAR POS



K59

USAGE

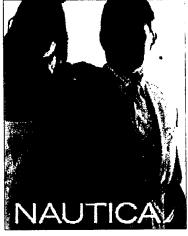
Eyewear

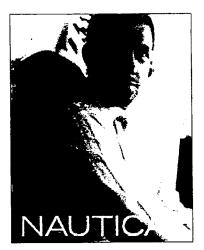
- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 31/1/06.
- 2 year worldwide usage on all in-store POS images from 8/1/05. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 31/1/06.

SFRING 2006

DOMESTIC TAILORED INSTORE







T29

T31

T32



T30

USAGE

Tailored

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail. trade booth displays, PR and website for 1 year from 3/1/05.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.

S## 1.3 2006

DOMESTIC WATCH INSTORE









S177



W12



W10



USAGE

Footwear

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.

SPRING 2006

DOMESTIC FOOTWEAR PRINT



F10

DOMESTIC FOOTWEAR INSTORE



USAGE

Footwear

- Workdwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.

\$ # # # 1 2 2 C 1

DOMESTIC HOME PRINT



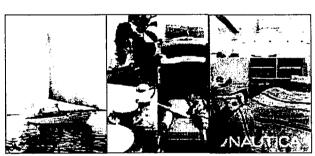




H26, H27, H31, S169

S169, H27, H26, H29, H31

DOMESTIC HOME PRINT - 3 PAGE GATEFOLD



S167

S169, H27, H26, H29

H31

DOMESTIC HOME INSTORE





H30

H31

USAGE

Home

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, Indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.

SP4 1 % 2006

DOMESTIC WOMENS SLEEPWEAR PRINT



WSLP11

USAGE

Sleepwear

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mall, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.

SPRING 2006

DOMESTIC WOMENS SLEEPWEAR INSTORE



WSLP11



WSLP12



WSLP11



WSLP12



WSLP11



WSLP12



WSLP13



WSLP10



WSLP10

USAGE

Sleepwear

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/05.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.

SPRING 2116

DOMESTIC MENS SLEEPWEAR INSTORE



MSLP10



MSLP10



MSLP10

USAGE

Sleepwear

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.

S-- .: 2006

DOMESTIC MENS UNDERWEAR INSTORE



U06



USAGE Sleepwear

- Worldwide consumer and trade advertising (excluding Southern Remisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 31/1/06.
- 2 year worldwide usage on all in-store POS images from 31/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 31/1/06.

EF- 1.0 2000

DOMESTIC SWIM PRINT







SW23

USAGE

Swim

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.

SPRING 2006

DOMESTIC SWIM INSTORE



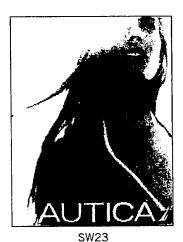
SW22



SW23



SW22



USAGE

Swim

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.

NAMES OF AREA

SPRILE IN

DOMESTIC MENS JEANS BILLBOARD



NJ108



NJ107 NJ106

USAGE

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.

SPRING 2006

DOMESTIC MENS JEANS PRINT



NJ106



NJ109



NJ107



NJ108



NJ106

NJ107

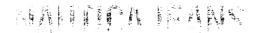


NJ107



USAGE

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.



SPRING 2006

DOMESTIC MENS JEANS INSTORE



NJ105



NJ106



NJ109



NJ108



NJ107



NJ109

USAGE

- Worktwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mall, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.

SPRING 200 ::

DOMESTIC MENS JEANS DENIM FIT GUIDE



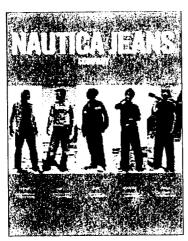
FRONT

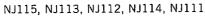
NJ115, NJ113, NJ112, NJ114, NJ111



BACK

DOMESTIC MENS JEANS DENIM FIT GUIDE POS







USAGE

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.

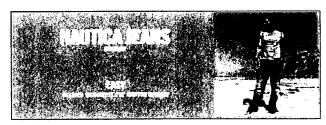
MAINTERNA

SPRING 20.4

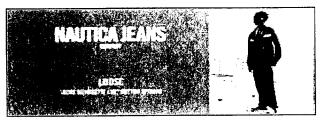
DOMESTIC MENS JEANS SHELF TALKERS



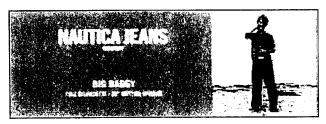
NJ115



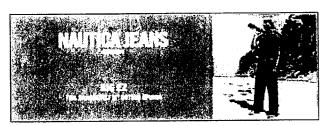
NJ113



NJ112



NJ114



NJ111

USAGE

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.

SPRING 2006

DOMESTIC MENS JEANS INSTORE

NJ106



NJ107



NJ109



NJ108



NJ105



NJ109

USAGE

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.

MARKET AND THE RESERVE

SPR 1: 2006

INTERNATIONAL MENS JEANS BILLBOARD



NJ108



NJ106

NJ107

INTERNATIONAL MENS JEANS PRINT



NJ106

USAGE

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all In-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/*/06.

DEAL BEALES

SF# 1.3 2006

INTERNATIONAL MENS JEANS PRINT



NJ108



NJ107



NJ106

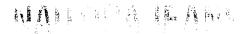
NJ107



NJ110

USAGE

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays,
 PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS Images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.



INTERNATIONAL MENS JEANS BUS SHELTER







NJ107



NJ109

USAGE

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.



SPRING 2. Te

INTERNATIONAL MENS JEANS INSTORE



NJ105



NJ106



NJ109



NJ108



NJ107



NJ109

USAGE

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.

SEETLESTIE

INTERNATIONAL MENS JEANS INSTORE







NJ112



NJ113



NJ114



NJ115

USAGE

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.

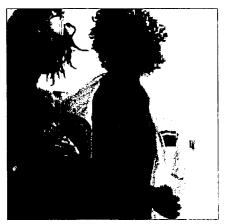
MAINTA PARK

SEEFLE 2008

INTERNATIONAL MENS JEANS LIGHTBOX



NJ105



NJ109



NJ107



NJ106

USAGE

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.

NAUTICARIDS

SHE ILL COCK

DOMESTIC KIDS MALL PANEL



K53

USAGE

Kids

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-slore POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.

NAUTICAKIDS

SPRHIT 2

DOMESTIC KIDS CASHWRAP





K45

K45

DOMESTIC KIDS PRODUCT POSTERS



K53

USAGE

Kids

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mall, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.

NAUTICA (105)

SPP" 3 fine

DOMESTIC KIDS INSTORE







K49



K46



K48



K57



K45, K55

USAGE

Klds

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.

NAUTICAKIOS

SPRING 2006

DOMESTIC KIDS INSTORE







K52, K54



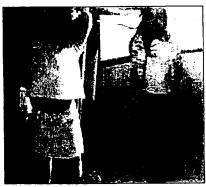
K53



K51, K56



K45



K50, K58

USAGE

Boys

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/06.
- 2 year worldwide usage on all in-store POS images from 3/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/06.



INAUT EAN

11.1 200

ED BURNS USAGE

We are very excited to faunch the Fall 2006 Navigate Life campaign Hi-resolution images will be available to your northy via Shared Marketing Services Brand Construction Kit, the Ikautica FTP site. This is the second season we are excited to feature actor Ed Burns. Ed Burns can be seen in such movies as "Saving Private Ryan". "15 Minutes" and "Confidence"

As Ed is exclusive to Nautica through the Holiday 2006 campaign, it is crucial to adhere to the strict permitted usage requirements regarding his image. You will find these usage guidelines on the FTP site. Please be advised that any image that includes Ed Burns whether it is in-store or print 'outdoor/trade advertising may not be used after March 31, 2007. (Southern Hemispere: August 31, 2007) As a condition of your use of these images, you are obligated to remove any existing images by this date.

We appreciate your awareness of, and adherence to, this obligation. We are confident that our campaign featuring Ed Burns will be mutually beneficial to you and NAUTICA.

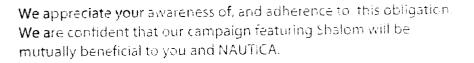
Facility

SHALOM USAGE

As Shalom is exclusive to Nautica through the Fall 2006 campaign U.S. only, it is crucial to adhere to the strict permitted usage requirements regarding his image.

You will find these usage guidelines on the FTP site. Please be advised that any image that includes Shalom in print/outdoor/trade advertising may not be used after February 1, 2007. For POS July 31, 2007. Any image that includes Shalom in POS may not be used after July 31, 2007.

As a condition of your use of these images, you are obligated to remove any existing images by this date.



- F - LL 1006

DOMESTIC SPORTSWEAR PRINT



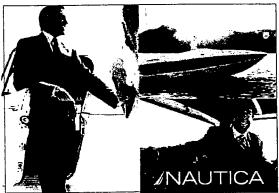
S201, S199, S203



S199, T35, E26



T36



T35, S206, T36



S206, S201

USAGE

Sportswear

FALL Lint

DOMESTIC SPORTSWEAR PRINT







S201

S199, S196

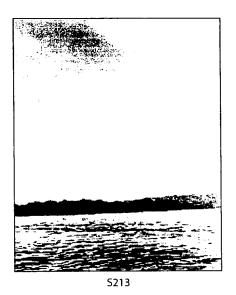
T36

USAGE

Sportswear
See Ed Burns usage page 2.

FALL 2001

DOMESTIC LANDSCAPE INSTORE





5214

USAGE

Sportswear

- . Worldwide consumer and trade advertising (excluding Southern Hernisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, and the print advertising of tPR and website for 1 year from 8/1/06.
- -2 y earworld wide usage on all in-store POS images from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as a different formal due to opposite seasons from 8/1/06. The same usage as a different formal due to opposite seasons from 8/1/06. The same usage as a different formal due to opposite seasons from 8/1/06. The same usage as a different formal due to opposite seasons from 8/1/06. The same usage as a different formal due to opposite seasons from 8/1/06. The same usage as a different formal due to opposite seasons from 8/1/06. The same usage as a different formal due to opposite seasons from 8/1/06. The same usage as a different formal due to opposite seasons from 8/1/06. The same usage as a different formal due to opposite seasons from 8/1/06. The same usage as a different formal due to opposite seasons from 8/1/06. The same usage as a different formal due to opposite seasons from 8/1/06. The same usage as a different formal due to opposite seasons from 8/1/06. The same usage as a different formal due to opposite seasons from 8/1/06. The same usage as a different formal due to opposite seasons from 8/1/06. The same usage as a different formal due to opposite seasons from 8/1/06. The same usage as a different formal due to opposite seasons from 8/1/06. The same usage as a different formal due to opposite seasons from 8/1/06. The same usage as a different formal due to op

FALL TOOK

DOMESTIC SPORTSWEAR INSTORE







5200



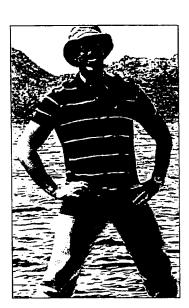
S201



S206



S207



S205

USAGE

Sportswear

 $F \sim \text{Li} 20^{\pm}\text{m}$

INTERNATIONAL SPORTSWEAR PRINT







W13



T35



S202 B, 206



S199, S196

USAGE

Sportswear

FALL 2011

INTERNATIONAL SPORTSWEAR PRINT





S206, S202



S202, S199, T36, S203

USAGE

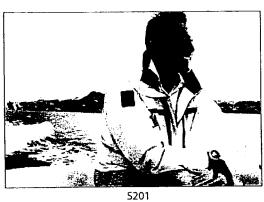
Sportswear

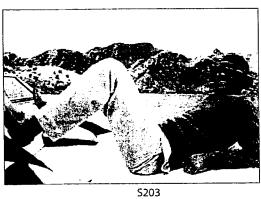
FALL 20 .

INTERNATIONAL SPORTSWEAR PRINT

8 PAGE INSERT











W13, S199

S200-BACK

USAGE

Sportswear

$\mathsf{FALL}(\mathbb{L}_+,\mathbb{R})$

INTERNATIONAL SPORTSWEAR NEWSPAPER ROP



S202



W13

USAGE

Sportswear

INTERNATIONAL SPORTSWEAR BILLBOARD







T35



5206



S203

USAGE

Sportswear

FAL.

INTERNATIONAL SPORTSWEAR INSTORE



usage Sportswear See Ed Burns usage page 2.

INTERNATIONAL SPORTSWEAR BUS SHELTER



5202



W13



T35

USAGE

Sportswear

F - 1 1 1 1

DOMESTIC SPORTSWEAR POS



5202



S204



T34

USAGE

Sportswear

F# ... 2006

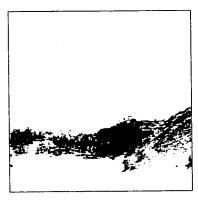
INTERNATIONAL LANDSCAPE LIGHTBOX



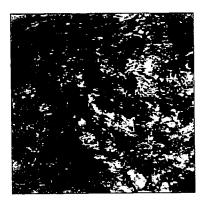
S206



5213



S214



W504

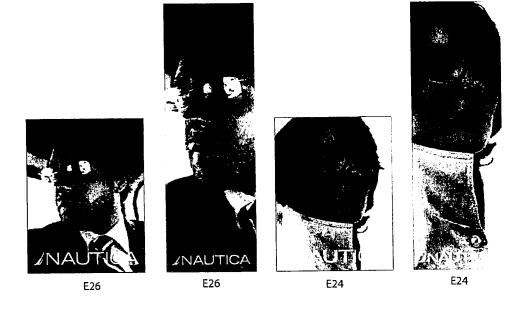
USAGE

Sportswear

[.] Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, out door, indoor, collateral, direct mail, trade booth displays, and the print advertising of tPR and website for 1 year from 8/1/06.

⁻² yearworldwideusage on all in-store POS images from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06.

DOMESTIC EYEWEAR INSTORE



DOMESTIC CHILDREN EYEWEAR POS



E27

USAGE

Eyewear

- -. Worldwide consumer and trade advertising (excluding Southern Hemisphere) in duding, but not limited to print advertising, out door, indoor, collateral, direct mail, trade booth displays, and the print advertising and thePR and website for 1 year from 8/1/06.
- -2 yearworldwide usage on all in-store POS images from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. See Ed Burns usage page 2 and Shalom usage on page 3.

FALL 20 F

DOMESTIC TAILORED INSTORE







T34 T35

USAGE

Sportswear

FAL. 2006

DOMESTIC WATCH INSTORE



W14



S200



W14

USAGE

Sportswear

FALL ITES

DOMESTIC FOOTWEAR INSTORE



S203

USAGE

Sportswear

FA __ 2006

DOMESTIC HOSIERY INSTORE



HYS06

USAGE

[•] Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, and the print advertising of thPR and website for 1 year from 8/1/06.

 $[\]textbf{-2} y earworld wide usage on all in-store POS images from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as a bove for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as a bove for a southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as a bove for a southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as a southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as a southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as a southern Hemisphere and the same usage as a southern Hemisphere as a southern Hemisphere and the same usage as a southern Hemisphere$

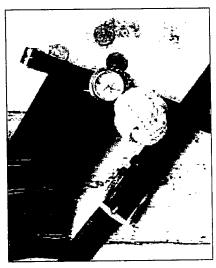
DOMESTIC NECKWEAR, DRESS SHIRT AND ACCESSORY INSTORE







T38



LG02

USAGE

Neckwear, Dress Shirt and Accessory

- Worldwideconsumerandtradeadvertising(excludingSouthernHemisphere) including, but not limited to print advertising, out door, indoor, collateral, direct mail, tradebooth displays, PR and website for 1 year from 8/1/06.

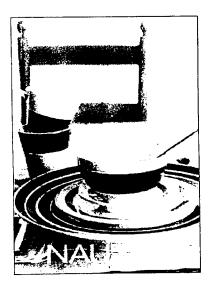
 •2 yearworldwideusageonallin-store POS images from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06.

F-LL CCCC

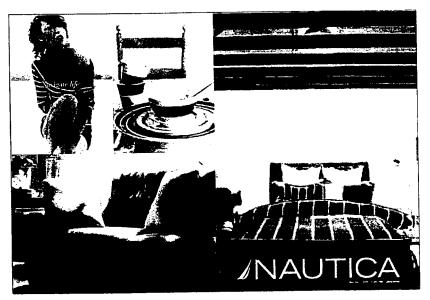
DOMESTIC HOME PRINT







H35 H33 H34



H33, H34, H35, WS17

USAGE

Home

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, and the print advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, and the print advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, and the print advertising (excluding Southern Hemisphere) including (excluding Southern Hemisphere)PR and website for 1 year from 8/1/06.

 -2yearworldwideusageonallin-store POS images from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06.

F411 2017

DOMESTIC WOMENS PRINT









WS17

WS12

WS16

WS14





WS19

USAGE

Sportswear

See Shalom usage page 3.

FALL 2006

WOMEN'S SCRAPBOOK IMAGES



USAGE

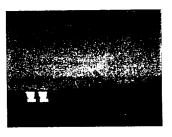
• Six (6) months from date of first insert for in-store display books

FALL 2006

WOMEN'S SPA IMAGES









SPA6_B+W

SPA7

SPA8

SPA9_B+W







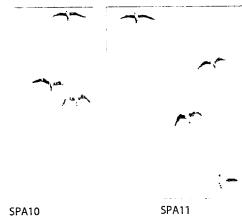
SPA1

SPA2

SPA3_B+W







SPA4_B+W

SPA5_B+W

SPA10

USAGE

- 1 year worldwide usage for trade, PR, website including but not limited to print, direct mail, trade booth displays from 10/1/06.
 1 year worldwide usage on all in-store POS images (including website) from 10/1/06.

FALL

DOMESTIC WOMENS INSTORE

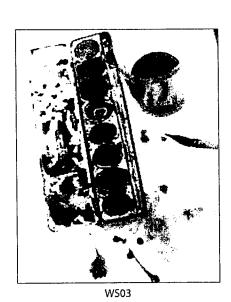












USAGE

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, and the print advertising of th
- PR and website for 1 year from 8/1/06.

 -2yearworldwideusageonallin-storePOSimagesfrom8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. See Shalom usage page 3.

FALL 2006

DOMESTIC BREAST CANCER AWARENESS PRINT



DOMESTIC BREAST CANCER AWARENESS INSTORE



WSLP20 (WS20)

USAGE

Shalom

- Domestic consumer and trade advertising including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 6 Months from 8/1/06.
- Worldwideconsumerandtradeadvertising(excludingSouthernHernisphere)including,butnotlimitedtoprintadvertising,outdoor,indoor,collateral,directmail,tradeboothdisplays, PR and website for 1 year from 8/1/06.
- 2 yearworldwide usage on all in-store POS images from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06.

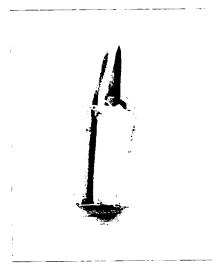
See Shalom usage page 3.

FAH: 2006

DOMESTIC BREAST CANCER AWARENESS WEB ONLY



W15



BCA1 (WSLP16)



BCA2 (WSLP17)



BCA3 (WSLP18)

USAGE

Womens

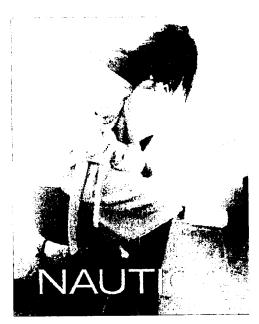
[•] Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, out door, indoor, collateral, direct mail, trade booth displays, and the print advertising of tPR and website for 1 year from 8/1/06.

FALL 2005

DOMESTIC WOMENS SLEEPWEAR INSTORE



WSLP15



WSLP14



WSLP15

USAGE

[•] Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, and the print advertising of thPR and website for 1 year from 8/1/06.

^{• 2} year worldwide usage on all in-store POS images from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06.

F#11 2006

DOMESTIC MENS SLEEPWEAR INSTORE





MSLP11



MSLP12



MSLP12



MSLP13

USAGE

Sleepwear

- $\textbf{-Worldwide} consumer and trade advertising} (excluding Southern Hemisphere) including, but not limited to print advertising, out door, indoor, collateral, direct mail, trade booth displays, and the print advertising of the print advertising o$ PR and website for 1 year from 8/1/06.
- 2 yearworldwide usage on all in-store POS images from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06.

F411 2016

DOMESTIC SWIM INSTORE



SW33



SW24



SW31



SW32

SW35

SW36

SW37

USAGE

Swim

• Worldwide consumer and trade advertising limited to POS, direct mail, web, PR and trade booth display for 1 year of first insert, 1.5 years for Southern Hemisphere

NAITTICA IFANS

DOMESTIC MENS JEANS BILLBOARD



NJ116

NJ124

USAGE

Jeans

- Worldwideconsumerandtradeadvertising(excludingSouthernHemisphere) including, but not limited to print advertising, out door, indoor, collateral, direct mail, tradebooth displays, PR and website for 1 year from 8/1/06.
- -2 year worldwide usage on all in-store POS images from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as a supposite season from 8/1/06. The s

NAITICA IFANS

FALL 2006

DOMESTIC MENS JEANS INSTORE

FRONT



COLLAGE 1



COLLAGE II

BACK



NJ123



NJ116

USAGE

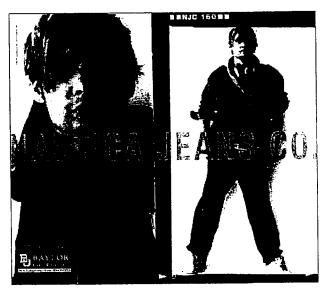
- -Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, out door, indoor, collateral, direct mail, trade booth displays, and the print advertising of the print advertising ofPR and website for 1 year from 8/1/06.
- -2 y earworldwide usage on all in-store POS images from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as a bove for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as a bove for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as a bove for a southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as a bove for a southern Hemisphere and the same usage as a southern Hemisp

F'... 2' -

DOMESTIC MENS JEANS COLLEGE NEWSPAPER ADS



NJ116, NJ127



NJ116, NJ122

[•] Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, and the print advertising of thPR and website for 1 year from 8/1/06.

• 2 yearworldwide usage on all in-store POS images from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06.

F-11 2001

DOMESTIC MENS JEANS COLLEGE BOOKSTORE POS

FRONT



NJ127, NJ121



NJ116, NJ127

BACK



NJ121

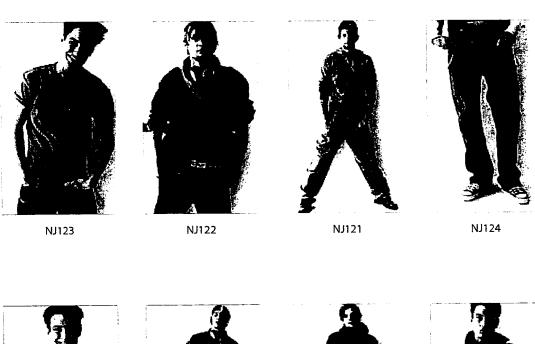


NJ127

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, and the print advertising of thPR and website for 1 year from 8/1/06.
- -2 y earworld wide usage on all in-store POS images from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as a bove for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as a bove for a southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as a bove for a southern Hemisphere and the same usage as a southern Hemispher

FALL 2006

DOMESTIC MENS JEANS INSTORE









NJ126



NJ125



NJ127

Jeans

Worldwideconsumerandtradeadvertising(excludingSouthernHemisphere)including,butnotlimitedtoprintadvertising,outdoor,indoor,collateral,directmail,tradeboothdisplays, PR and website for 1 year from 8/1/06.

 $[\]hbox{-} 2 y earworld wide usage on all in-store POS images from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as a southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as a southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as a southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as a southern Hemisphere as a$

FALL 200 ::

INTERNATIONAL MENS JEANS BILLBOARD



NJ119



[•] Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, and the print advertising of thPR and website for 1 year from 8/1/06.

 $[\]textbf{-2} y earworldwide usage on all in-store POS images from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as a southern Hemisphere and the same usage as a southern$

FALL 2016

INTERNATIONAL MENS JEANS BUS SHELTER



NJ120



NJ124



NJ122



NJ123

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, and the print advertising of thPR and website for 1 year from 8/1/06.
- ${\bf \cdot 2} y earworld wide usage on all in-store POS images from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as a bove for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as a bove for a bov$

FALL .

INTERNATIONAL MENS JEANS INSTORE

FRONT



COLLAGE



NJ119

BACK



NJ116



NJ117

USAGE

- Worldwideconsumerandtradeadvertising(excludingSouthernHemisphere)including,butnotlimited toprintadvertising,outdoor,indoor,collateral,directmail,tradeboothdisplays, PR and website for 1 year from 8/1/06.
- ${\color{red} \textbf{-2}} year worldwide usage on all in-store POS images from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as a bove for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as a bove for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as a bove for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as a bove for a bove$

FALL . . .

INTERNATIONAL MENS JEANS INSTORE







NJ122



NJ121



NJ119



NJ124



NJ120



NJ126



NJ125



NJ127



NJ117

USAGE

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, tradebooth displays, and the print advertising of thePR and website for 1 year from 8/1/06.
- 2 yearworldwide usage on all in-store POS images from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06.

NAUTICA IFANS

FALL 201

INTERNATIONAL MENS JEANS LIGHTBOX



COLLAGE



NJ117



NJ119

USAGE

- -Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, and the print advertising of the print advertising ofPR and website for 1 year from 8/1/06.
- -2 y earworld wide usage on all in-store POS images from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as a southern Hemisphere and the same usage as a southern He

FALL 2006

DOMESTIC + INTERNATIONAL BOYS INSTORE













B02 B03

- . Worldwide consumer and trade advertising (excluding Southern Hernisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, and the print advertising of tPR and website for 1 year from 8/1/06.
- 2 yearworldwideus ageonallin-store POS images from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06.

FALL: ...

DOMESTIC KIDS CASHWRAP





K71

K71

[•] Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, tradebooth displays, and the print advertising of thePR and website for 1 year from 8/1/06.

^{• 2} yearworldwide usage on all in-store POS images from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06.

DOMESTIC KIDS INSTORE







K67



K65



K66



K73



K75

USAGE

Kids

- Worldwideconsumerandtradeadvertising(excludingSouthernHemisphere) including, but not limited to print advertising, out door, indoor, collateral, direct mail, tradebooth displays, PR and website for 1 year from 8/1/06.
- -2 y earworld wide usage on all in-store POS images from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06. The same usage as a bove for a a

Hill Issa

DOMESTIC KIDS INSTORE



K61





K63

K62





K60

K74

USAGE

Kids

- . Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, and the print advertising of thPR and website for 1 year from 8/1/06.
- •2yearworldwideusageonallin-store POS images from 8/1/06. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/06.

FALL 2006

INTERNATIONAL CATALOG





FA06_INTL002



FA06_INTL003



FA06_INTL004



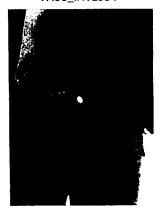
FA06_INTL007



FA06_INTL008



FA06_INTL005



FA06_INTL006



FA06_INTL009



FA06_INTL010



FA06_INTL011

USAGE

Sportswear

541 L 2005

INTERNATIONAL CATALOG



FA06_INTL013



FA06_INTL014



FA06_INTL015



FA06_INTL012



FA06_INTL016



FA06_INTL017



FA06_INTL018



FA06_INTL019



FA06_INTL020



FA06_INTL021



FA06_INTL022

FALL 2006

INTERNATIONAL CATALOG



FA06_INTL025



FA06_INTL026



FA06_INTL027



FA06_INTL028



FA06_INTL029



FA06_INTL030



FA06_INTL031



FA06_INTL023



FA06_INTL032



FA06_INTL033



FA06_INTL034



FA06_INTL035

FALL DODG

INTERNATIONAL CATALOG



FA06_INTL036



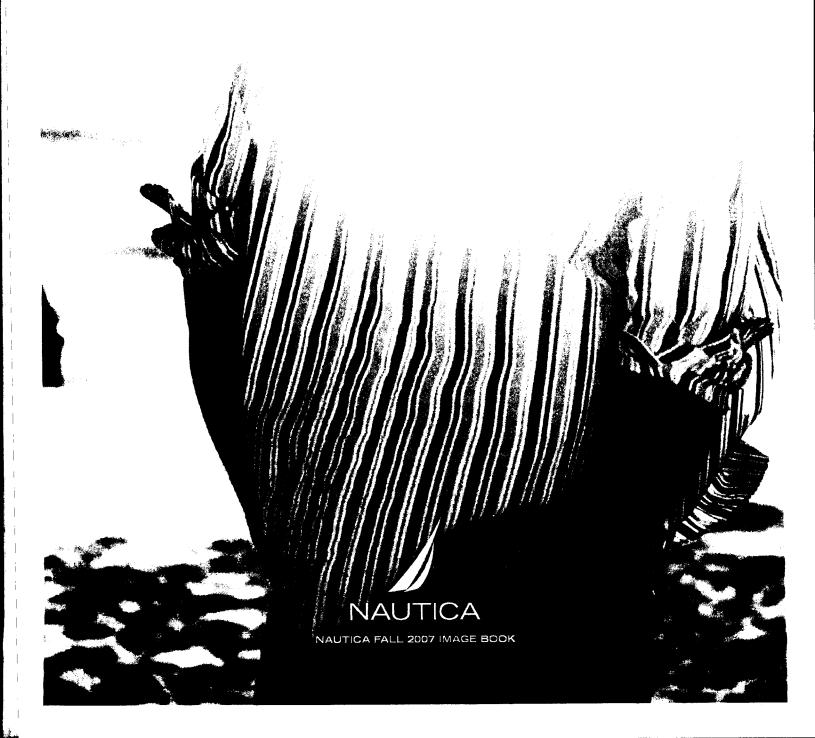
FA06_INTL037



FA06_INTL038



FA06_INTL024





GENERAL USAGE

Worldwide consumer and trade advertising including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for one (1) year from date of first insert. Two (2) years worldwide usage on all in-store POS images from date of 1st insert.

The same usage as above for an additional year in the Southern Hemisphere due to opposite seasons from date of first insert.

- *Please note that black border around images represents 1/4" white border.
- *Please note that black border around kids images represents two images running together.









MEN'S SPORTSWEAR PRINT - DOMESTIC & INTERNATIONAL



FA07_S004 PAGE



FA07_S002 PAGE



SPREAD



FA07_S006

FA07.5004

SPREAD

USAGE



MEN'S SPORTSWEAR PRINT - INTERNATIONAL

MEN'S INTERNATIONAL 6 PAGE INSERT



MEN'S INTERNATIONAL 4-PAGE INSERT



USAGE



MEN'S SPORTSWEAR OUTDOOR BILLBOARDS - DOMESTIC & INTERNATIONAL



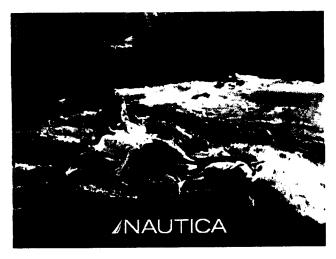


FA07_S006

FA07_S002

FA07_WS005

FA07_INTL001



FA07_WS005

USAGE



MEN'S SPORTSWEAR IN-STORE/POS - DOMESTIC & INTERNATIONAL





FA07_S003 11X14, 11X17, 22X28



FA07_S004 11X14, 11X17, 22X28



11X14, 11X17, 22X28



FA07_S006 11X14, 11X17, 22X28



FA07_S001 11X14, 11X17, 22X28 "BIG & TALL"



DRESS BLUES 11X17





FA07_INTL002 4X6, 8.5X11



FA07 INTL003 4X6, 8.5X11

USAGE



MEN'S TAILORED PRINT - DOMESTIC



FA07_T001 PAGE



FA07_E001 PAGE



MEN'S TAILORED IN-STORE/POS - DOMESTIC



FA07_T001 11X14, 11X17, 22X28



MEN'S EXTRA IMAGES



FA07_S009 EXTRA IMAGE



FA07_S010 EXTRA IMAGE

USAGE



LANDSCAPE IN STORE/POS - DOMESTIC & INTERNATIONAL



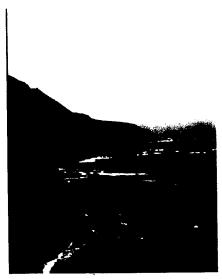
FA07_S007



FA07_L001 UNRETOUCHED



FA07_L002 UNRETOUCHED



FA07_L003 UNRETOUCHED



FA07_L004 UNRETOUCHED



FA07_L005 UNRETOUCHED

USAGE

Landscape

Landscape
Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays,
PR and website for 1 year from 9/1/07. Two year worldwide usage on all in-store POS images from 9/1/07. The same usage as above for an additional year in the Southern Hemisphere,
due to opposite seasons from 9/1/07.



WOMEN'S SPORTSWEAR PRINT - DOMESTIC & INTERNATIONAL







FA07_WS001

FA07_WS002

FA07.WS001

FA07_WS005

PAGE

PAGE

SPREAD







FA07_WS002

FA07_WS004

FA07, WS003 SPREAD

SPREAD

USAGE



WOMEN'S SPORTSWEAR OUTDOOR BILLBOARDS - DOMESTIC & INTERNATIONAL



FA07_WS002



FA07_WS003



FA07_WS001

FA07_WS004

USAGE



WOMEN'S SPORTSWEAR IN-STORE/POS - DOMESTIC & INTERNATIONAL



FA07_WS001 7x5.5, 8x10, 22x28



FA07_WS002 7x5.5, 8x10, 22x28



FA07_WS003 7x5.5, 8x10, 22x28



FA07_WS004 7x5.5, 8x10, 22x28



FA07_WS005 7x5.5, 8x10, 22x28

USAGE



WOMEN'S EXTRA IMAGES



FA07_WS006 EXTRA IMAGE



FA07_WS008 EXTRA IMAGE



FA07_WS007 EXTRA IMAGE



FA07_WS009 EXTRA IMAGE

USAGE

MEN'S JEANS PRINT - DOMESTIC & INTERNATIONAL



FA07_NJ006 SPREAD



FA07_NJ004 PAGE



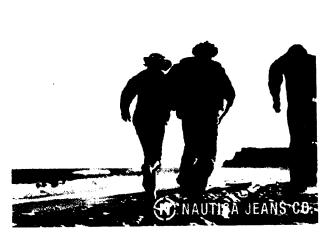
FA07_NJ005 PAGE

USAGE

JEANS

Worldwide consumer and trade advertising, including but not limited to collateral, direct mail, advertising, outdoor, trade show display, PR and nautica.com for six months from 9/01/07. Worldwide usage for all in-store/POS for two years from 9/01/07. Same usage applies as above for additional year for Southern Hemisphere due to opposite seasons.

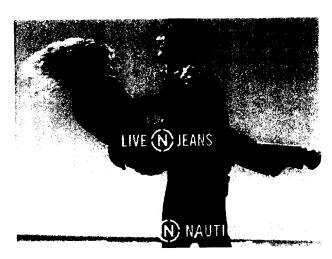
MEN'S OUTDOOR BILLBOARDS - DOMESTIC & INTERNATIONAL



FA07_NJ001



FA07_NJ004



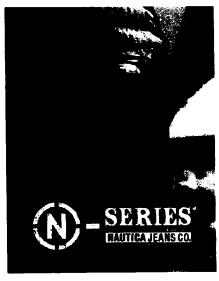
FA07_NJ006

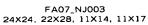
USAGE

JEANS

Worldwide consumer and trade advertising, including but not limited to collateral, direct mail, advertising, outdoor, trade show display, PR and nautica.com for six months from 9/01/07. Worldwide usage for all in-store/POS for two years from 9/01/07. Same usage applies as above for additional year for Southern Hemisphere due to opposite seasons.

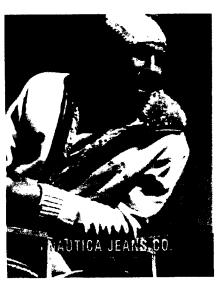
MEN'S JEANS IN-STORE/POS - DOMESTIC & INTERNATIONAL







FA07_NJ004 24X24, 22X28, 11X14, 11X17



FA07_NJ005 22X28



FA07_NJ007 11X17



FA07_NJ008 11X17

USAGE

JEANS

Worldwide consumer and trade advertising, including but not limited to collateral, direct mail, advertising, outdoor, trade show display, PR and nautica com for six months from 9/01/07. Worldwide usage for all in-store/POS for two years from 9/01/07. Same usage applies as above for additional year for Southern Hemisphere due to opposite seasons.

MEN'S JEANS IN-STORE/POS - DOMESTIC



100UN_70A3

NAUTICA JEANS CO.





NAUTICA JEANS FIT GUIDE FRONT



NAUTICA JEANS FIT GUIDE BACK

USAGE

JEANS

Worldwide consumer and trade advertising, including but not limited to collateral, direct mail, advertising, outdoor, trade show display, PR and nautica.com for six months from 9/01/07. Worldwide usage for all in-store/POS for two years from 9/01/07. Same usage applies as above for additional year for Southern Hemisphere due to opposite seasons.

WOMEN'S JEANS PRINT & IN STORE/POS - INTERNATIONAL



FA07_NJ002 PAGE

USAGE

JEANS

EXTRA JEANS IMAGES







FA07_NJ010



FA07_NJ011



FA07_NJ012



FA07_NJ013



FA07_NJ014

USAGE

JEANS



EYEWEAR PRINT - DOMESTIC & INTERNATIONAL



FA07_E001



FA07_E002

USAGE

Sportswear See usage page 2.



EYEWEAR IN STORE/POS - DOMESTIC & INTERNATIONAL



FA07_E001 9.5x12, 4.5x6, 21x31, 24x72



FA07_E002 9.5x12, 4.5x6, 21x31, 24x72



FA07_E001 24×72



FA07_E002 24×72

USAGE

Sportswear See usage page 2.



MEN'S FOOTWEAR PRINT & IN-STORE/POS - DOMESTIC & INTERNATIONAL



FA07_F001 8.25X11, 8X12, 31X39.5



WATCHES PRINT & IN STORE/POS - DOMESTIC & INTERNATIONAL



FA07_W001 5.375X5.375, 4X6, 2X28



FA07_W002- EXTRA IMAGES

USAGE

Sportswear See usage page 2.



WOMEN'S SWIMWEAR IN STORE/POS - DOMESTIC & INTERNATIONAL



FA07_SW001 22×28



FA07_SW002 22x28



FA07_SW003 22×28



FA07_SW004 22x28



FA07_SW005 22x28

USAGE

Sportswear See usage page 2.



WOMEN'S SWIMWEAR IN STORE/POS - DOMESTIC & INTERNATIONAL



FA07_SW001 7x5.5



FA07_SW002 7x5.5



FA07_SW003 7x5.5



NAUTICA



7x5.5



HOME PRINT - DOMESTIC







FA07_H002

FA07_H001

FA07_H001

FA07_S007 SPREAD







FA07_H002

FA07_H001

4 PAGE AD INSERTION

FA07_WS005 FA07_H001 FA07_H002, FA07_H003, FA07_S007

USAGE

Home



MEN'S SLEEPWEAR IN-STORE/POS - DOMESTIC



FA07_MSLP001 7X5.5, 24X24, 22X28



WOMEN'S SLEEPWEAR IN-STORE/POS - DOMESTIC



FA07_BCA001 PAGE FALL 2007 BREAST CANCER AWARENESS MONTH AD



FA07_WSLP003 7X5.5, 24X24, 22X28, 11X14, 8X10



FA07_WSLP002 7X5.5, 24X24, 22X28, 11X14, 8X10



FA07_WSLP001 EXTRA IMAGE

USAGE

Sportswear See usage page 2.



BOYS PRINT - DOMESTIC & INTERNATIONAL



FA07_B002 PAGE

USAGE

Kids/Boys



BOYS IN STORE/POS - DOMESTIC & INTERNATIONAL



FA07_B001 7X5, 11X14, 22X28



FA07_B002 7X5, 11X14, 22X28





FA07_B004 7X5, 11X14, 22X28

USAGE

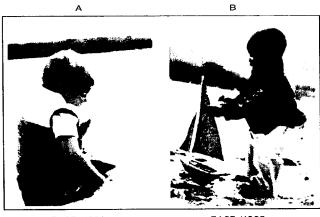
FA07_B003 7X5, 11X14, 22X28

Kids/Boys

Worldwide consumer and trade advertising including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for one (1) year from 9/01/07. Two (2) years worldwide usage on all in-store POS images from 9/01/07. The same usage as above for an additional year in the Southern Hemisphere due to opposite seasons from 9/01/07.

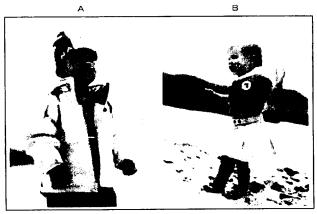


KIDS IN STORE/POS - DOMESTIC & INTERNATIONAL



FA07_K001 22X28, 41X25.2, 33X29, 18.2X12.8

FA07_K002 22X28, 41X25.2, 33X29, 18.2X12.8



FA07_K003 22X28, 41X25.2, 33X29, 18.2X12.8

FA07_K004 22X28, 41X25.2, 33X29, 18.2X12.8

В



FA07_K005 22X28, 41X25.2, 33X29, 18.2X12.8

FA07_K011 22X28, 41X25.2, 33X29, 18.2X12.8



FA07_K006 22X28, 41X25.2, 33X29, 18.2X12.8



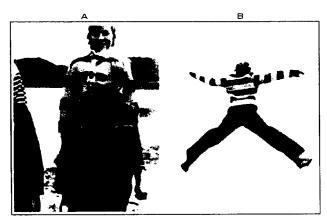
FA07_K015 22X28, 41X25.2, 33X29, 18.2X12.8

USAGE

Kids



KIDS IN STORE/POS - DOMESTIC



FA07_K007 22X28, 41X25.2, 33X29, 18.2X12.8

FA07_K008 22X28, 41X25.2, 33X29, 18.2X12.8



FA07_K010 22X28, 41X25.2, 33X29, 18.2X12.8



FA07_K014 22X28, 41X25.2, 33X29, 18.2X12.8



FA07_K013 CASH WRAP 29X33

USAGE



KIDS EXTRA IMAGES



FA07_K0012 EXTRA IMAGE



USAGE

Kids



wally see the control of the control

| | MEN'S SPORTSWEAR & ACCESSORIES | WOMEN'S SPORTSWEAR & ACCESSORIES |
|---------------------|--------------------------------------|--|
| PHOTOGRAPHER | ANDERS OVERGAARD | ANDERS OVERGAARD |
| LOCATION | BIG SUR, CA | BIG SUR, CA |
| STYLIST | LAUREN EHRENFELD | LAUREN EHRENFELD |
| HAIR | RICK GRADONE | RICK GRADONE |
| MAKE-UP | | MAI QUINH |
| PROPS | MARK CHANDLER | MARK CHANDLER |
| SHOOT PRODUCTION | JEANA HONG | JEANA HONG |

| | HOME | KIDS AND BOYS | JEANS |
|---------------------|------------------|---------------------|----------------------|
| PHOTOGRAPHER | ANDERS OVERGAARD | ANDERS OVERGAARD | NATHANIEL GOLDBERG |
| LOCATION | BIG SUR, CA | BIG SUR, CA | MONTAULK, LI |
| STYLIST | | MICHELLE HARNETT | LISA-MARIE FERNANDEZ |
| HAIR | | RACINE CHRISTIENSEN | BRENT LAWLER |
| MAKE-UP | | | POLLY OSMOND |
| PROPS | MARK CHANDLER | | MICHELLE FLOOD |
| SHOOT PRODUCTION | JEANA HONG | JEANA HONG | JEANA HONG |



and some of the state of the st

MEN'S SPORTSWEAR

MODEL

JOHN ZUANICH

WOMEN'S SPORTSWEAR

MODEL

MISSY RAYDER

MEN'S NJC

MODELS

PARKER GREGORY

RYAN SNYDER

WOMEN'S NJC

MODEL

HARTJE

WOMEN'S SWIMWEAR

MODEL

ANNA CLAUDIA

WOMEN'S SLEEPWEAR

MODEL

HELEN TUCKER



SFRIP 7-2017

GENERAL USAGE (EXCEPT SHALOM IMAGES)

Worldwide consumer and trade advertising including, but not limited to print advertising, outdoor, indoor collateral direct mail, trade booth displays. PR and website for one (1) year from date of first insert.

Two (2) years worldwide usage on all in-store POS images from date of 1st insert.

The same usage as above for an additional year in the Southern Hemisphere due to opposite seasons from date of first insert.



S7 7 7 7 1.

SHALOM USAGE

As Nautica has a contracted usage agreement with Shalom for the Spring 2007 campaign in North America only it is crucial to adhere the strict requirements regarding her image

You will find these usage guidelines on the FTP site. Please be advised that any image for print/outdoor/trade advertising that include Shalom may not be used after July 31, 2007. POS images that include Shalom may not be used after February 1, 2008

As a condition of your use of these images, you are obligated to remove any existing images by this date.

We appreciate your awareness of, and adherence to, this obligation. We look forward to continued success for Spring 2007.



CET ! T TANK

SPORTSWEAR DOMESTIC PRINT (THE DECK SHIRT)



SP07_S004



SP07_S003



SP07_S005



SP07_S001



SP07_S002



SP07_S006



SP07_S006

SP07_S004

SP07_S005

USAGE

Sportswear

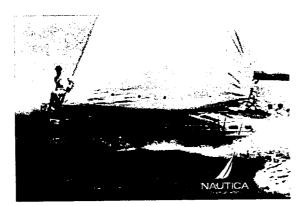
SPRINETTT

SPORTSWEAR DOMESTIC PRINT (THE COLLECTION)



SP07_S008

SP07_S012



SP07_S009



SP07_S007



SP07_S013

USAGE

Sportswear

SPORTSWEAR DOMESTIC PRINT (SEASONAL HOLIDAYS)



SP07_S018



SP07_S019

USAGE

Sportswear

SPPH - 2007

LANDSCAPE DOMESTIC IN-STORE / POS



SP07_S026



SP07_S025



SP07_S024

USAGE

Sportswear

SPF : 2007

SPORTSWEAR DOMESTIC IN-STORE / POS



SP07_S016



SP07_S003



SP07_S005



SP07_S020



SP07_S010



SP07_S012



SP07_S014



SP07_S018



SP07_S006



SP07_S020



SP07_S019



SP07_S027

USAGE

Sportswear

SEEL 2

WOMEN'S DOMESTIC PRINT



SP07_WS001



SP07_WS004



SP07_WS007



SP07_WS006

USAGE

Sportswear

See Shalom usage page 3.

SPRING 2007

WOMEN'S EASEL BOOK IMAGES



USAGE

Sportswear

See Shalom usage page 3.

SPRINT 2007

WOMEN'S DOMESTIC IN-STORE / POS







SP07_WS011



SP07_WS004



SP07_WS012







SP07_WS10

USAGE

Sportswear

See Shalom usage page 3.

SPRING 2017

JEANS DOMESTIC PRINT



SP07_NJ009

SP07_NJ003



SP07_NJ007



SP07_NJ007

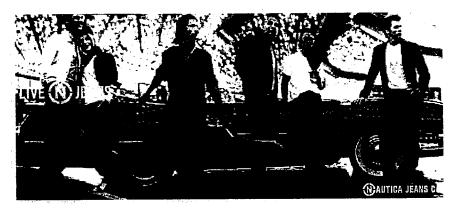


SP07_NJ008

SP07_NJ005



SP07_NJ005



SP07_NJ007



SP07_NJ003

USAGE

Jeans

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays. PR and website for 1 year from 3/1/07.
- 2 year worldwide usage on all in-store POS images from 3/1/07. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/07.

SPRING 2007

JEANS DOMESTIC IN-STORE / POS







SP07_NJ002

SP07_NJ010

SP07_NJ003

SP07_NJ005

NAUTICA JEANS CO.

HAUTICA JEANS CO.

NAUTICA JEANS ED

HAUTICA JEANS CO



SP07_NJ007







BIG EASY

SP07_LOGO

SP07_LOGO





NAUTICA JEANS CO. SAMPLE VISIDAL

SP07_LOGO

SP07_LOGO



SP07_LOGO SP07_LOGO

SP07_LOGO

SP07_LOGO

USAGE

Jeans

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 3/1/07.
- 2 year workfwide usage on all in-store POS images from 3/1/07. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 3/1/07.

SPC! 2505

EYEWEAR DOMESTIC IN-STORE / POS



SP07_E001



SP07_E002



SP07_E003



SP07_E004

USAGE

Sportswear

See usage page 2 & page 3.

SERING COOT

MEN'S TAILORED DOMESTIC IN-STORE / POS



SP07_T001



SP07_T002



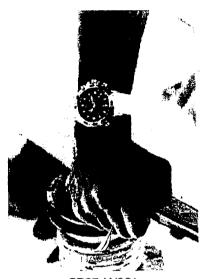
SP07_T003

USAGE

Sportswear

5 F F

WATCH DOMESTIC IN-STORE / POS







SP07_W002

INTERNATIONAL IN-STORE/POS



IC_023

USAGE

Sportswear

SPR1 1 2001

FOOTWEAR DOMESTIC IN-STORE / POS



SP07_F002



SP07_F001

USAGE

Sportswear

SPRINT

SLEEPWEAR DOMESTIC IN-STORE / POS



SP07_WSLP001 (BREAST CANCER AWARENESS)



SP07_WSLP002



SP07_MSLP001

USAGE

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/07.
- 2 year worldwide usage on all in-store POS images from 8/1/07. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/07.

SERMM 20

HOME DOMESTIC PRINT



SP07_H003

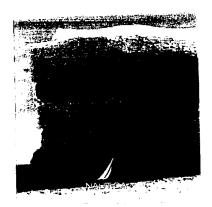
USAGE

Home

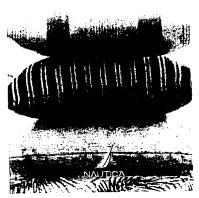
- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/07.
- 2 year worldwide usage on all in-store POS images from 8/1/07. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/07.

SPT.

HOME DOMESTIC IN-STORE / POS



SP07_H001



SP07_H002



SP07_H003



SP07_H004

- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays. PR and website for 1 year from 8/1/07.
- 2 year worldwide usage on all in-store POS images from 8/1/07. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/07.

S -20

KIDS DOMESTIC IN-STORE CASHWRAP

CASH WRAP - 29" x 33"



SP07_K011

KIDS EASEL - 22 x 28 POS



SP07_K009

Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/07.

^{• 2} year worldwide usage on all in-store POS images from 8/1/07. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/07.

SERVIC BOOR

KIDS DOMESTIC IN-STORE / POS



- Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 8/1/07.
- 2 year worldwide usage on all in-store POS images from 8/1/07. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/07.

BOYS INTERNATIONAL AND DOMESTIC IN-STORE / POS







SP07_B002



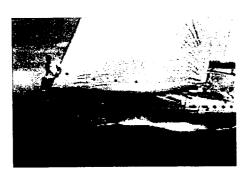
SP07_B003

Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mall, trade booth displays. PR and website for 1 year from 8/1/07.

• 2 year worklwide usage on all in-store POS images from 8/1/07. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 8/1/07.

SF

INTERNATIONAL CATALOG



SP07_S009



SP07_S004

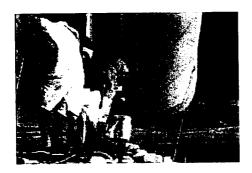


SP07_S005

SP07_S002



SP07_S006



SP07_S022



IC_011

IC_013 IC_006 IC_005 IC_012

USAGE

International Catalog

- Worktwide consumer catalog, direct mail and POS outside of the U.S.
 Global usage for PR and website including the U.S. for one year from date of FIRST (1st) insertion one and half (1.5) years for the southern hamisphere

2007 SPR

INTERNATIONAL CATALOG



IC_007

IC_020 SP07_S011 IC_021 IC_010



IC_004 IC_015



IC_002 IC_018



IC_022 IC_014



IC_008 IC_009



IC_001 IC_019

USAGE

International Catalog

- Worldwide consumer catalog, direct mail and POS outside of the U.S.
 Global usage for PR and website including the U.S. for one year from date of FIRST (1st) insertion one and half (1.5) years for the southern hemisphere

SERIN 2

INTERNATIONAL CATALOG



SP01_W001

IC_003



SP07_S007

IC_016



SP07_S013

USAGE

International Catalog

- Worldwide consumer catalog, direct mail and POS outside of the U.S.
 Global usage for PR and website including the U.S. for one year from date of FIRST (1st) insertion one and half (1.5) years for the southern hemisphere

SPRING 2

WEBSITE IMAGES







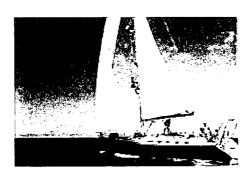
SP07_S030



SP07_S031



SP07_S032



SP07_S033

SERING FORT OF THE ALL FHILL IN SOLL AND PRODUCT IN THE LE

| | MEN'S SPORTSWEAR & ACCESSORIES | WOMEN'S SPORTSWEAR & ACCESSORIES | INTERNATIONAL CATALOG |
|--------------------------|--|--|--|
| PHOTOGRAPHER | ANDERS OVERGAARD | ANDERS OVERGAARD | COLIENA RENTMEESTER |
| LOCATION | OAHU, HI | CAHU, HI | MALIBU, CA |
| STYLIST | LAUREN EHRENFELD | LAUREN EHRENFELD | KELLY HII.I. |
| HAIR | STEVE DAVIAULT | ENZO ANGILIERI | SHERIE GAWLEY |
| MAKE-UP | | SUSAN HOUSER | SHERIE GAWLEY |
| PROPS | ROBYN ZUCKER | ROBYN ZUCKER | CHRISTINE IRWIN |
| SHOOT PRODUCTION | JEANA HONG | JEANA HONG | GE PROJECTS |
| | | | |
| | HOME | KIDS AND BOYS | JEANS |
| PHOTOGRAPHER | HOME COLIENA RENTIMEESTER | KIDS AND BOYS COLIENA RENTMEESTER | JEANS STEVEN SEBRING |
| PHOTOGRAPHER LOCATION | | | |
| | COLIENA RENTMEESTER | COLIENA RENTMEESTER | STEVEN SEBRING |
| LOCATION | COLIENA RENTMEESTER MALIBU, CA | COLIENA RENTMEESTER MALIBU, CA | STEVEN SEBRING LAS VEGAS, NV |
| LOCATION | COLIENA RENTMEESTER MALIBU, CA KELLY HILL | COLIENA RENTMEESTER MALIBU, CA KELLY HIL! | STEVEN SEBRING LAS VEGAS, NV APRIL HUGHES |
| LOCATION STYLIST HAIR | COLIENA RENTMEESTER MALIBU, CA KELLY HILL SHERIE GAWLEY | COLIENA RENTMEESTER MALIBU, CA KELLY HIL! SHERIE GAWLEY | STEVEN SEBRING LAS VEGAS, NV APRIL HUGHES SHERIE GAWLEY |



MAUTICA

NAUTICA HOLIDAY 2007 IMAGE BOOK



GENERAL USAGE

Worldwide consumer and trade advertising including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for one (1) year from date of first insert. Two (2) years worldwide usage on all in-store POS images from date of 1st insert.

The same usage as above for an additional year in the Southern Hemisphere due to opposite seasons from date of first insert.







MEN'S SPORTSWEAR PRINT - DOMESTIC & INTERNATIONAL







H007_S006

PAGE



HO07_S005

HO07_T002

HO07_S006

HO07 L001

4 PAGE GATEFOLD

USAGE



MEN'S SPORTSWEAR OUTDOOR BILLBOARDS/BUS SHELTERS - DOMESTIC & INTERNATIONAL

MEN'S SPORTSWEAR OUTDOOR BILLBOARDS





HO07_S006

H007_L001

HO07_S003

HO07_L001

MEN'S SPORTSWEAR BUS SHELTERS







H007_S005

H007_S006

H007, T002

USAGE



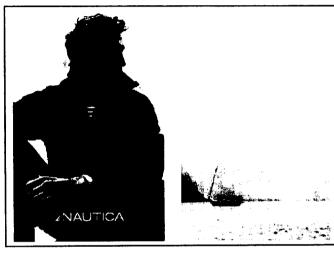
MEN'S SPORTSWEAR IN-STORE/POS - DOMESTIC & INTERNATIONAL



1A HO07_S002 11X17



1B HO07_S007 11X17



2A HO07_S006 11X17





3A HO07_S004 11X17

3B HO07_S001 11X17



4A HO07_S003 22x28

4B HO07_L001 22x28

USAGE



MEN'S SPORTSWEAR COLD WEATHER GEAR IN-STORE/POS - DOMESTIC & INTERNATIONAL



HO07_S004 11X14



MEN'S TAILORED PRINT - DOMESTIC

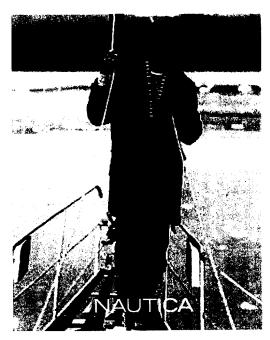




MEN'S TAILORED IN-STORE/POS - DOMESTIC



HO07, T001 11X14



HO07_T002 11X14

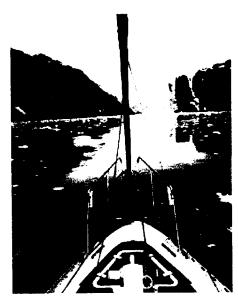
USAGE



LANDSCAPE IN STORE/POS - DOMESTIC & INTERNATIONAL



HO07_L001 11X17, 22X28



HO07_L002 UNRETOUCHED



HO07_L004 UNRETOUCHED



HO07_L005 UNRETOUCHED

USAGE

Landscape

Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, oxidoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 10/1/07. Two year worldwide usage on all in-store POS images from 10/1/07. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 10/1/07.



LANDSCAPE EXTRA IMAGE



HO07_L003 UNRETOUCHED

USAGE

Landscape

Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays. PR and website for 1 year from 10/1/07. Two year worldwide usage on all in-store POS images from 10/1/07. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 10/1/07.



WOMEN'S SPORTSWEAR PRINT - DOMESTIC & INTERNATIONAL



USAGE



WOMEN'S SPORTSWEAR OUTDOOR BILLBOARDS - DOMESTIC & INTERNATIONAL

WOMEN'S SPORTSWEAR OUTDOOR BILLBOARD



H007_WS001

WOMEN'S SPORTSWEAR BUS SHELTER

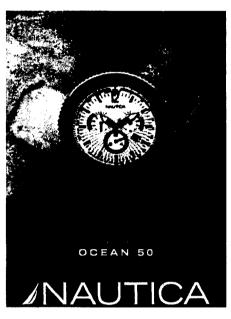


H007_WS001



WATCHES PRINT - DOMESTIC





HO07_W002 HO007_W001 HO07_W002

SPREAD

WATCHES IN STORE/POS - DOMESTIC & INTERNATIONAL



USAGE

HO07_W002 5.375X5.375, 4X6, 22X28



HOLIDAY 2007 AD CAMPAIGN PHOTOGRAPHY AND PRODUCTION INFORMATION

MEN'S **SPORTSWEAR** & ACCESSORIES WOMEN'S **SPORTSWEAR** & ACCESSORIES

PHOTOGRAPHER

ANDERS OVERGAARD

ANDERS OVERGAARD

LOCATION

BLACKSTONE BAY, ALASKA BLACKSTONE BAY, ALASKA

STYLIST

ANTONIO BRANCO

ANTONIO BRANCO

HAIR

MOIZ ALLADINA

MOIZ ALLADINA

MAKE-UP

CHRISTY COLEMAN

CHRISTY COLEMAN

PROPS

ALLEN GRASL

ALLEN GRASI.

SHOOT **PRODUCTION**

JEANA HONG & LAIRD + PARTNERS JEANA HONG & LAIRD - PARTNERS

BROLL

GEOFF BYAN

GEOFF BYAN

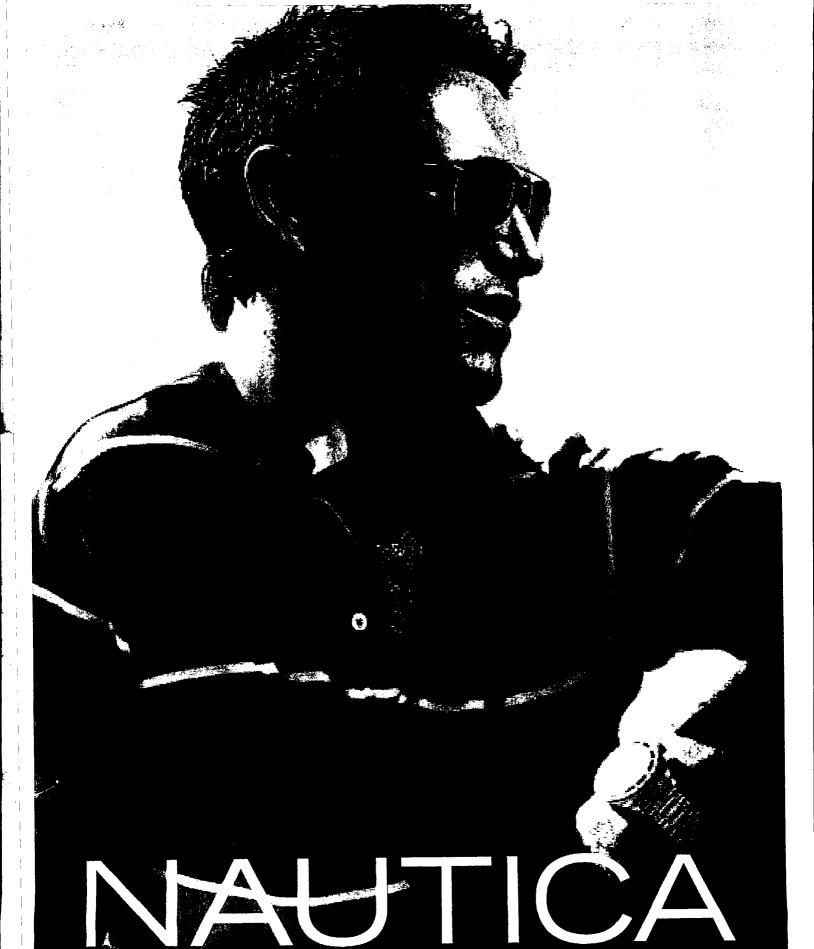
HOLIDAY 2007 AD CAMPAIGN TALENT INFORMATION

MEN'S **SPORTSWEAR** MODEL

JOHN ZUANICH

WOMEN'S SPORTSWEAR MODEL

MISSY FIAYDER



NAUTICA SPRING 2008 IMAGE BOOK



GENERAL USAGE - SPORTSWEAR

Worldwide consumer and trade advertising including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for one year from date of first insert. Two years worldwide usage on all in-store POS images from date of 1st insert and Indefinite historical usage.

The same usage as above for an additional year in the Southern Hemisphere due to opposite seasons from date of first insert.







MEN'S SPORTSWEAR PRINT - DOMESTIC



SP08_S006_V2 SINGLE



SPOB_SO11 SINGLE



SP08_S010 SINGLE



SPOB_SOO6 SPREAD



SP08_S007, SP08_S008 SPREAD



SP08_INTL002, SP08_S012 SPREAD

∠NAUT:CA



SP08_S001, SP08_WS003 SPREAD

USAGE



MEN'S SPORTSWEAR OUTDOOR BILLBOARDS/BUS SHELTERS - DOMESTIC

MEN'S SPORTSWEAR OUTDOOR BILLBOARDS



SP0B_S006

MEN'S SPORTSWEAR BUS SHELTERS

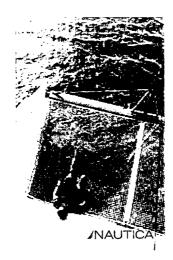


SP08_S011

USAGE



MEN'S SPORTSWEAR IN-STORE/POS - DOMESTIC



SP08_S001 11X14, 11X17



SP08_S008 11X14, 11X17



SP08_S009 11X14,11X17



MEN'S SPORTSWEAR PRINT AND IN-STORE/POS IMAGES INTERNATIONAL



SP08_INTL003



SP08_INTL004



*I***NAUTICA**

SP08_5005

USAGE



MEN'S TAILORED IN-STORE/POS - DOMESTIC



SP08_T001 11X14, 11X17, 22X28, 24X24



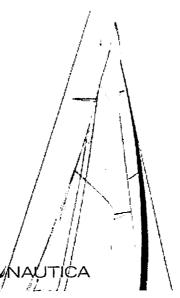
\$P08_T002 11X14, 11X17, 22X28, 24X24



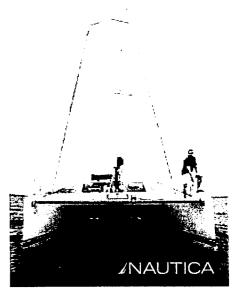
LANDSCAPE IN STORE/POS - DOMESTIC & INTERNATIONAL



SP08_L001 11X14. 11X17



SP08_L003 8X10, 11X14, 11X17, 22X28



SP08_L004 11X14, 11X17, 22X28



LANDSCAPE EXTRA IMAGES







SP08, L002

SP08_L005

SP08_S003

USAGE

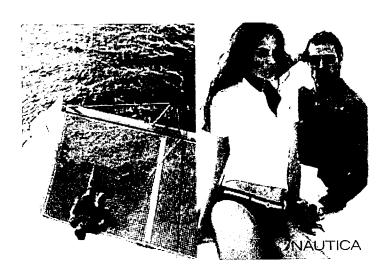
Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 2/1/08. Two year worldwide usage on all in-store POS images from 2/1/08. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 2/1/08.



WOMEN'S SPORTSWEAR PRINT - DOMESTIC



SP08_WS001 SINGLE



SP08_S001, SP08_WS001 SPREAD

USAGE



WOMEN'S SPORTSWEAR OUTDOOR BILLBOARDS - DOMESTIC

WOMEN'S SPORTSWEAR OUTDOOR BILLBOARD



SP08_WS001

WOMEN'S SPORTSWEAR BUS SHELTER



SP08_WS001



WOMEN'S SPORTSWEAR IN STORE/POS - DOMESTIC & INTERNATIONAL



SP08_WS003 7X5.5, 8X10, 11X14



SP08_WS003 8X10, 11X14



SP08_WS001 7X5.5, 8X10, 11X14



WOMEN'S SPORTSWEAR IN STORE/POS - INTERNATIONAL







SP08_INTL002

GENERAL USAGE - JEANS

Worldwide consumer and trade advertising, including but not limited to collateral, direct mail, advertising, outdoor, trade show display, PR and nautica.com for six months from 2/01/08. Worldwide usage for all in-store/POS for two years from 2/01/08. Same usage applies as above for additional year for Southern Hemisphere due to opposite seasons.



SPRING

JEANS PRINT - DOMESTIC & INTERNATIONAL



SP08_NJ001

MEN'S OUTDOOR BILLBOARDS - DOMESTIC & INTERNATIONAL



SP08_NJ002



SP08_NJ005



SP08_NJ006



SP08_NJ007

USAGE

Jeans See usage page 14.

MEN'S JEANS IN-STORE/POS - DOMESTIC & INTERNATIONAL



NAUTICA JEANS CO.

SP08_NJ002 SIDE A #1 11X14, 11X17, 24X24



SP08_NJ005 SIDE B #1 11X14, 11X17



SP08_NJ004 SIDE A #2 11X14, 11X17



SP08_NJ003 SIDE B #2 11X14, 11X17, 24X24



SP08_NJ004 SIDE A 22X28



SP08_NJ001 SIDE B 22X28

SPR

MEN'S JEANS IN-STORE/POS - DOMESTIC



SP08_NJ003 32X9





SP08_NJ007 32X9

MEN'S JEANS IN-STORE/POS/ SHELF TALKER - DOMESTIC



INTRODUCING STRAIGHT.BMP 17X11



BIG EASY.BMP 17X11



LOOSE FIT.BMP



EASY FIT.BMP 17X11

USAGE

Jeans See usage page 14.



EYEWEAR IN STORE/POS - DOMESTIC & INTERNATIONAL



SP08_B003 16X10, 10×16



SP08_E001 9.5x12, 4.5x6, 21x31, 16x10, 24x72



SP08_E002 9.5x12, 4.5x6, 21x31, 16X10, 24x72



SPOS_E003 9.5x12, 4.5x6, 21x31, 16X10, 24x72



\$P08_\$008 9.5x12, 4.5x6, 21x31, 16X10, 24x72



SP08_E001 24×72



SP08_E002 24×72



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SP08_E003 24×72



SP08_S008 24×72

USAGE

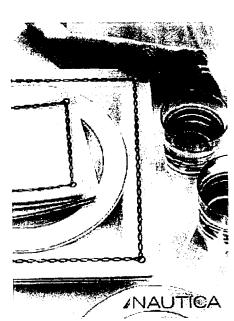
Sportswear See usage page 2.



HOME PRINT - DOMESTIC



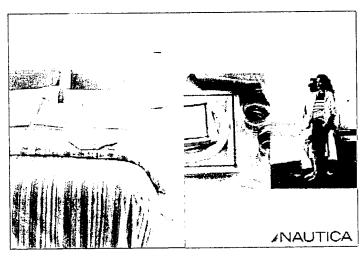




SP08_H002



SP08_H001



SP08_H004

SP08_H002

SP08_INTL001

SPREAD

USAGE

Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 2/1/08. Two year worldwide usage on all in-store POS images from 2/1/08. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 2/1/08.



MEN'S SLEEPWEAR IN-STORE/POS - DOMESTIC



SP08_MSLP001 7X5.5, 24X24, 22X28

MEN'S UNDERWEAR IN-STORE/POS - DOMESTIC



SP08_MSLP002 7X5.5, 24X24, 22X28

USAGE

Sleepwear

Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 2/1/08. Two year worldwide usage on all in-store POS images from 2/1/08. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 2/1/08.



WOMEN'S SLEEPWEAR IN-STORE/POS - DOMESTIC



SP08_WSLP001 7X5.5, 24X24, 22X28, 8X10



SP08_WSLP002 7X5.5, 24X24, 22X28, 8X10

USAGE

Sleepwear

Worldwide consumer and trade advertising (excluding Southern Hemisphere) including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for 1 year from 2/1/08. Two year worldwide usage on all in-store POS images from 2/1/08. The same usage as above for an additional year in the Southern Hemisphere, due to opposite seasons from 2/1/08.



GENERAL USAGE - KIDS/BOYS

Worldwide consumer and trade advertising including, but not limited to print advertising, outdoor, indoor, collateral, direct mail, trade booth displays, PR and website for one (1) year from 2/01/08. Two (2) years worldwide usage on all in-store POS images from 2/01/08. The same usage as above for an additional year in the Southern Hemisphere due to opposite seasons from 2/01/08.



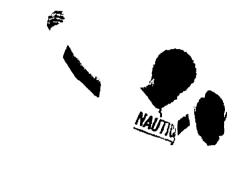




BOYS IN STORE/POS - DOMESTIC & INTERNATIONAL



SP08_B001 7X5, 7X11, 11X14, 12.375X12.375, 20.375X20.375, 22X28





\$P08_B002 7X5, 7X11, 11X14, 12.375X12.375, 20.375X20.375, 22X28



\$P08_B003 7X5, 7X11, 11X14, 12.375X12.375, 20.375X20.375, 22X28



SP08_B004 7X5, 7X11, 11X14, 12.375X12.375, 20.375X20.375, 22X28

USAGE

Kids/Boys See usage page 23.

√NAUTICA

KIDS IN STORE/POS - DOMESTIC & INTERNATIONAL



SP08_K001 22X28, 41X25.2, 33X29, 18.2X12.8



SP08_K002 22x28, 41x25.2, 33x29, 18.2x12.8



SP08_K003 22X28, 41X25.2, 33X29, 18.2X12.8



SP08_K004 22X28, 41X25.2, 33X29, 18.2X12 8



\$P08_K005 22×28. 41×25.2, 33×29. 18.2×12.8



SP08_K006 22X28, 41X25.2, 33X29. 18.2X12.8



SP08_K009 22X28, 41X25.2, 33X29, 18.2X12.8



SP08_K010 22X28, 41X25.2, 33X29, 18.2X12.8

USAGE

Kids/Boys See usage page 23.



KIDS IN STORE/POS - DOMESTIC



SP08_K007 22X28, 41X25.2, 33X29, 18.2X12.8



SP08_K008 22X28, 41X25.2, 33X29, 18.2X12.8



SP08_K011 22X28, 41X25.2, 33X29, 18.2X12.8



\$P08_K012 22X28, 41X25.2, 33X29, 18.2X12.8



SP08_K014 CASH WRAP 29X33



SP08_K015 CASH WRAP 33X29

USAGE

Kids/Boys See usage page 23.



SEE TO DESCRIPTION OF THE STORMS OF AND REPORT OF THE SECOND OF THE SECO

| | MEN'S SPORTSWEAR & ACCESSORIES | WOMEN'S SPORTSWEAR & ACCESSORIES |
|---------------------|--------------------------------------|--|
| PHOTOGRAPHER | ANDERS OVERGAARD | ANDERS OVERGAARD |
| LOCATION | MYKONOS, GREECE | MYKONOS, GREECE |
| STYLIST | ANTONIO BRANCO | ANTONIO BRANCO |
| HAIR | LUIS ANGELO | LUIS ANGELO |
| MAKE-UP | CHRISTY COLEMAN | CHRISTY COLEMAN |
| PROPS | ALLEN GRASL | ALLEN GRASL |
| SHOOT PRODUCTION | JEANA HONG | JEANA HONG |

| | HOME | KIDS AND BOYS | JEANS |
|---------------------|-----------------|----------------|----------------|
| PHOTOGRAPHER | MARTYN THOMPSON | MATT ALBIANI | MATT ALBIANI |
| LOCATION | NEW YORK CITY | MIAMI, FL | MIAMI, FL |
| STYLIST | | MICHAEL NASH | MICHAEL NASH |
| HAIR | VALERY GHERMAN | SHERIE LUSSIER | SHERIE LUSSIER |
| MAKE-UP | VALERI GHERMAN | SHERIE LUSSIER | SHERIE LUSSIER |
| PROPS | ALLEN GRASL | | |
| SHOOT PRODUCTION | JEANA HONG | JEANA HONG | JEANA HONG |



SEE CONTROL CONTROL FORMATION

MEN'S SPORTSWEAR

MODEL

JOHN ZUANICH

WOMEN'S

SPORTSWEAR

MODEL

MISSY RAYDER

MEN'S NJC

MODELS

RYAN SNYDER

WOMEN'S **SLEEPWEAR**

MODEL

ANDERSON NOEL

WOMEN'S SLEEPWEAR

MODEL

IVES KOLLING

iliales / b

ા**ષ્ટ્રમાં કેટી**કે; 2--

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

NAUTICA APPAREL, INC.,

Opposition No. 91177192

Opposer,

Mark:

GET NAUTI

V.

Serial No.

78610037

MARTANNA LLC,

Filed:

April 15, 2005

Applicant

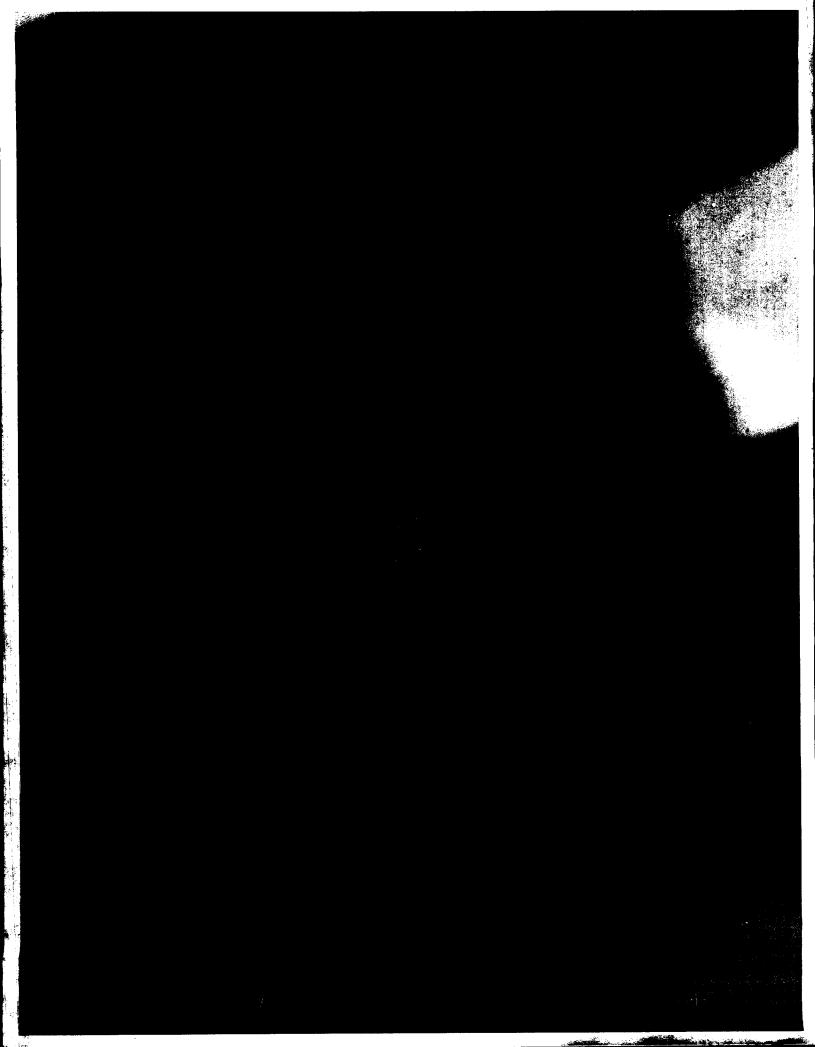
DECLARATION OF MARGARET BIZZARI

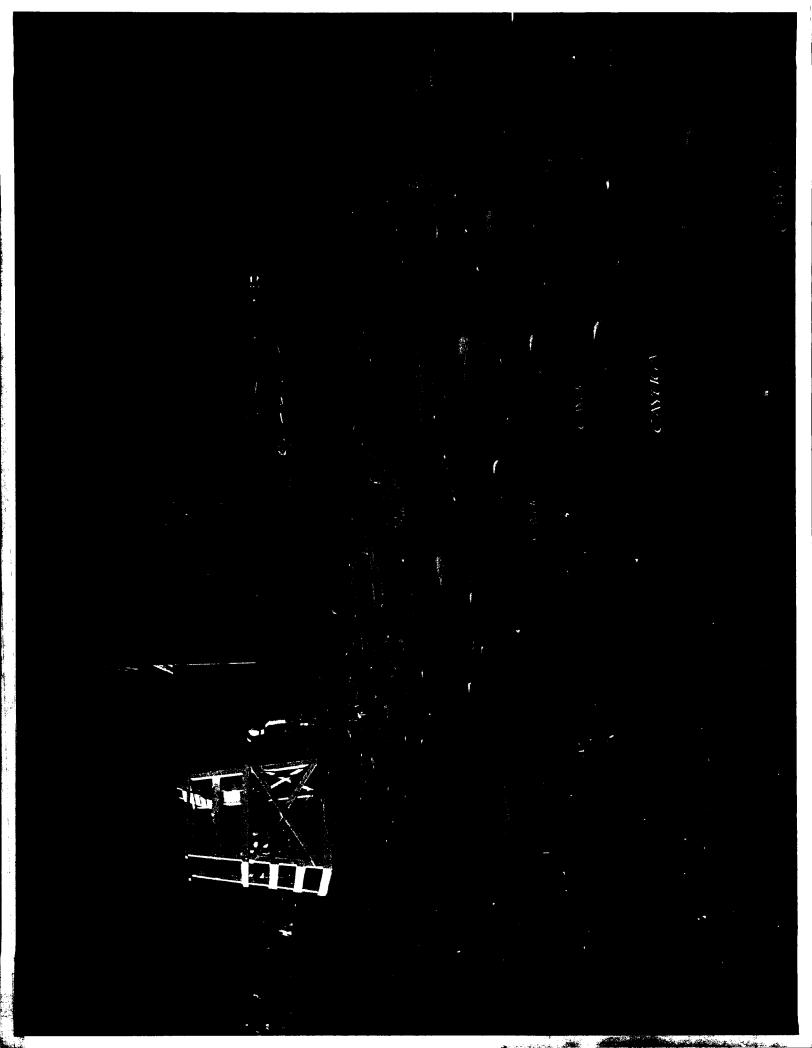
EXHIBIT I

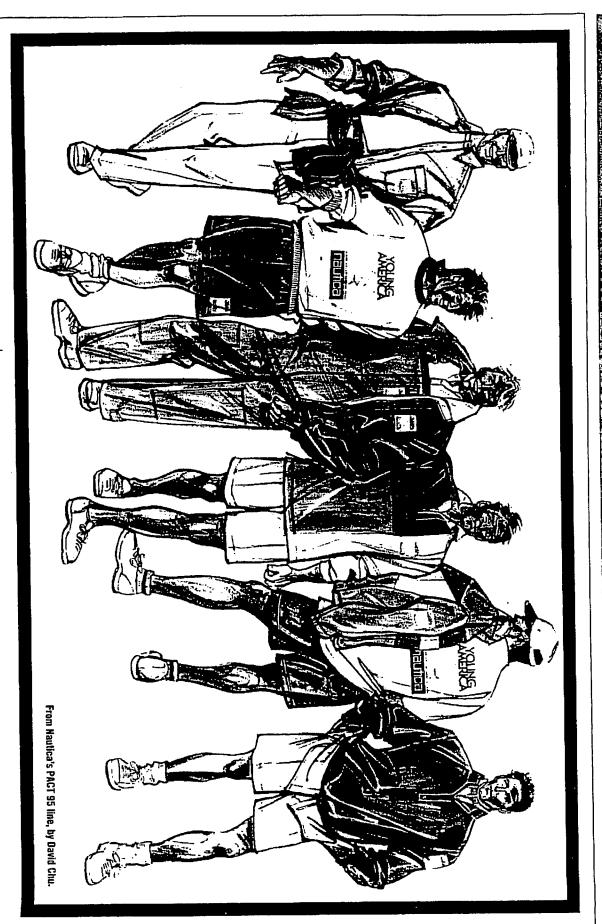
EXAMPLES OF NAUTICA'S SPONSORSHIP ACTIVITIES

| YEAR | EVENTS |
|------|--|
| 2000 | 1. Nautica Malibu Triathlon |
| | 2. BBC Basketball Classic |
| 1 | 3. Subaru Gorge Games |
| | 4. GQ/Nautica Art & Soul Tour |
| 2001 | 1. Nautica Malibu Triathlon |
| | 2. BBC Basketball Classic |
| | 3. Subaru Gorge Games |
| | 4. GQ/Nautica Art & Soul Tour |
| 2002 | 1. Nautica Malibu Triathlon |
| | 2. Legg Mason Tennis Classic |
| | 3. Stars & Stripes/America's Cup Team |
| 2003 | Legg Mason Tennis Tournament |
| | 2. Nautica Malibu Triathlon |
| | 3. Starlight Foundation |
| | 4. AVP |
| | 5. AVP athletes: Eric Fonoimoana, Dax Holdren, Elaine Youngs |
| | (Nautica licensee), Misty May (Nautica licensee) |
| | 6. Basketball City (Boston and New York) |
| | 7. Stars & Stripes Boat |
| | 8. Maxim Spring Break (Nautica Jeans Company) |
| 2004 | 1. Legg Mason Tennis Tournament |
| | 2. Nautica Malibu Triathlon |
| | 3. Starlight Foundation |
| | 4. AVP |
| | 5. AVP athletes: Eric Fonoimoana, Dax Holdren, Elaine Youngs |
| | (Nautica licensee), Misty May(Nautica licensee) |
| | 6. Basketball City (Boston and New York) |
| | 7. Newport Jazz Festival |
| | 8. Head of the Charles Regatta/Row-A-Palooza |
| | 9. Star Class Championship (regatta) |
| | 10. Key West Regatta |
| | 11. Maxim Spring Break (Nautica Jeans Company) |
| | 12. Sundance Film Festival |
| 2005 | 1. US Sailing Team |
| | 2. Hinman Regatta/US Team Race Championship |
| | 3. Youth Championship (regatta) |
| | 4. Miami Rolex OCR (regatta) |
| | 5. Legg Mason Tennis Tournament 6. Nouties Maliby Triathlen |
| | 6. Nautica Malibu Triathlon |
| | 7. AVP 8. AVP athletes: Eric Fonoimoana, Dax Holdren, Elaine Youngs |
| | 8. AVP athletes: Eric Fonoimoana, Dax Holdren, Elaine Youngs |

| | (Nautica licensee), Misty May(Nautica licensee) 9. Head of the Charles Regatta/Row-A-Palooza 10. Maxim Spring Break (Nautica Jeans Company) 11. Nautica/GQ Kayak for a Cause 12. Sports Illustrated Swimsuit Model Search (via licensee) |
|------|--|
| 2006 | AVP (over 1.6 Billion impressions) Nautica Malibu Triathlon (over 94,146,840 impressions) NYC Triathlon Head of the Charles Regatta/Row-A-Palooza (over 15,869,103 impressions) US Sailing Team (over 2,397,680 impressions) Nautica/GQ Kayak for a Cause |
| 2007 | AVP (over 1.8 Billion impressions) Nautica Malibu Triathlon (over 330,023,964 impressions) NYC Triathlon (over 287,000 impressions) Head of the Charles Regatta/Row-A-Palooza (over 82,133,717 impressions) US Sailing team (over 1,432,139 impressions) Nautica/GQ Kayak for a Cause (over 45,287,530 impressions) |

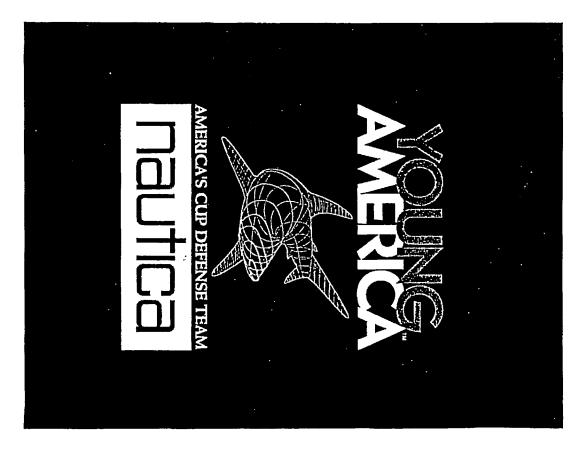








#782 Lt. Yellow ground



#401 Navy ground

NAUTICA -- REPRESENTATIVE/MAJOR SPONSORSHIPS 2000-2005

2000

- 1. Nautica Malibu Triathlon
- 2. BBC Basketball Classic
- 3. Subaru Gorge Games
- 4. GQ/Nautica Art & Soul Tour

2001

- 1. Nautica Malibu Triathlon
- 2. BBC Basketball Classic
- 3. Subaru Gorge Games
- 4. GQ/Nautica Art & Soul Tour

2002

- 1. Nautica Malibu Triathlon
- 2. Legg Mason Tennis Classic
- 3. Stars & Stripes/America's Cup Team

2003

- 1. Legg Mason Tennis Tournament
- 2. Nautica Malibu Triathlon
- 3. Starlight Foundation
- 4. AVP
- 5. AVP Athletes Eric Fonoimoana, Dax Holdren, Elaine Youngs (contract through Warnaco), Misty May (contract through Warnaco)
- 6. Basketball City (Boston & New York)
- 7. Stars & Stripes Boat
- 8. Maxim Spring Break (Nautica Jeans Company)

2004

- 1. Legg Mason Tennis Tournament
- 2. Nautica Malibu Triathlon
- 3. AVP
- 4. AVP Athletes Eric Fonoimoana, Dax Holdren, Elaine Youngs (contract through Warnaco), Misty May (contract through Warnaco)
- 5. Newport Jazz Festival
- 6. Head of the Charles Regatta / Row-A-Palooza
- 7. Star Class Championship (regatta)
- 8. Key West Regatta
- 9. Maxim Spring Break (Nautica Jeans Company)
- 10. Sundance Film Festival (Nautica Jeans Company)

2005

- 1. US Sailing Team
- 2. Hinman Regatta/US Team Race Championship
- 3. Youth Championship (regatta)
- 4. Miami Rolex OCR (regatta)
- 5. AVP
- 6. AVP Athletes Eric Fonoimoana, Dax Holdren, Elaine Youngs (contract through Warnaco), Misty May, Mike Lambert George Roumain
- 7. Legg Mason Tennis Tournament
- 8. Nautica Malibu Triathlon
- 9. Head of the Charles / Row-A-Palooza
- 10. Nautica//GQ Kayak for a Cause
- 11. Maxim Spring Break (Nautica Jeans Company)
- 12. Sports Illustrated Swimsuit Model Search (women's swim/Warnaco event)



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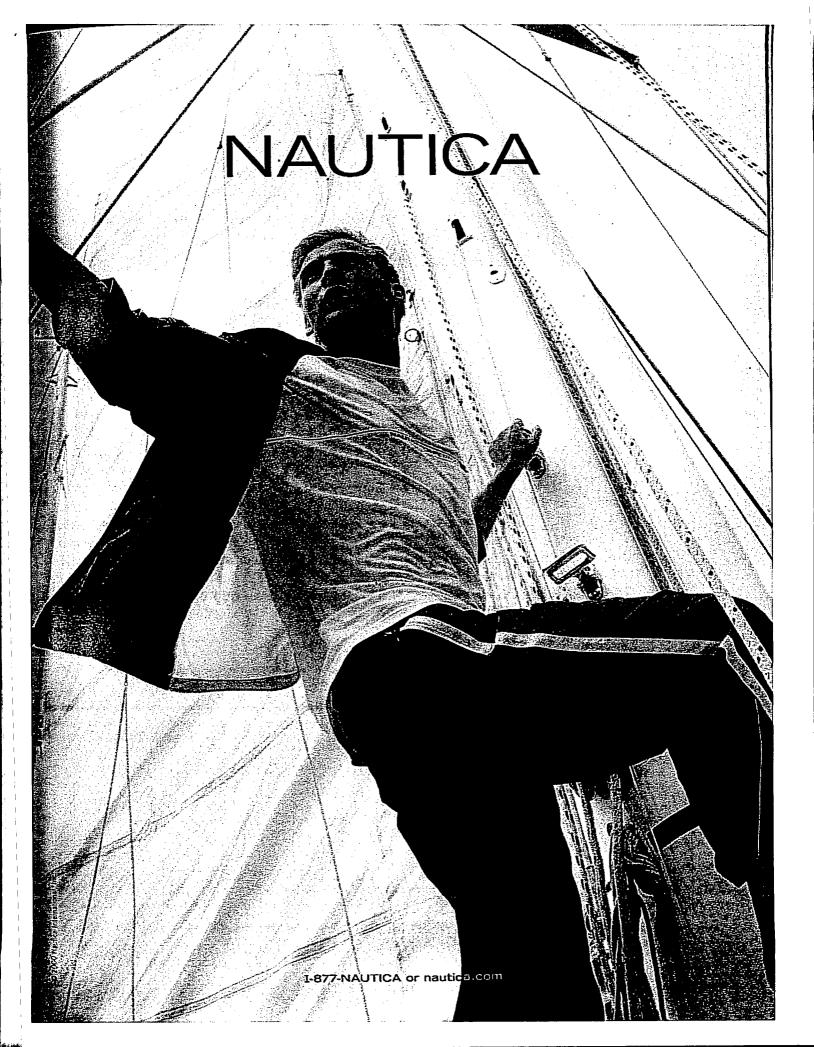
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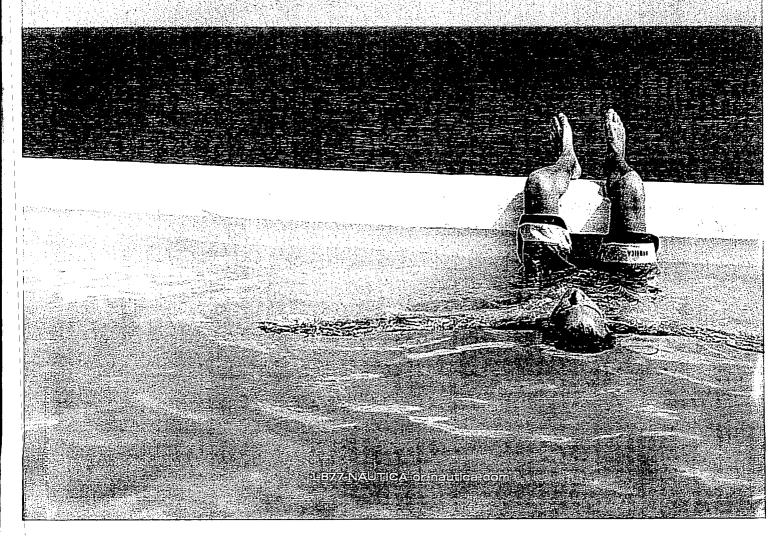


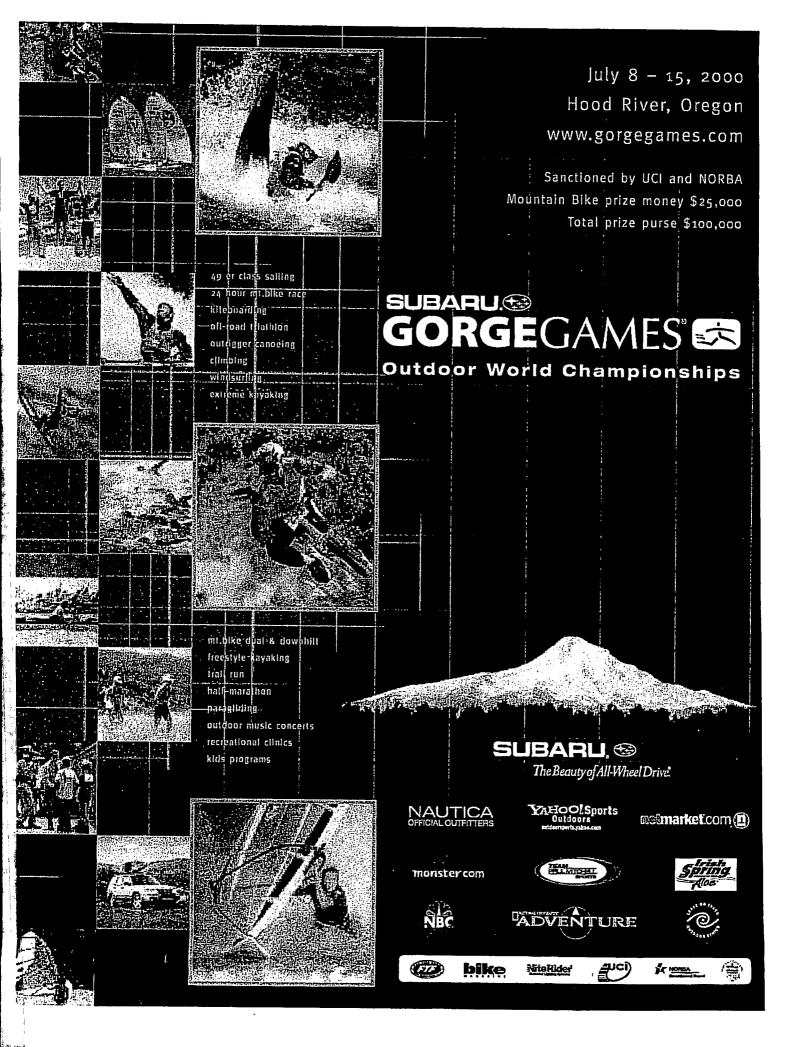












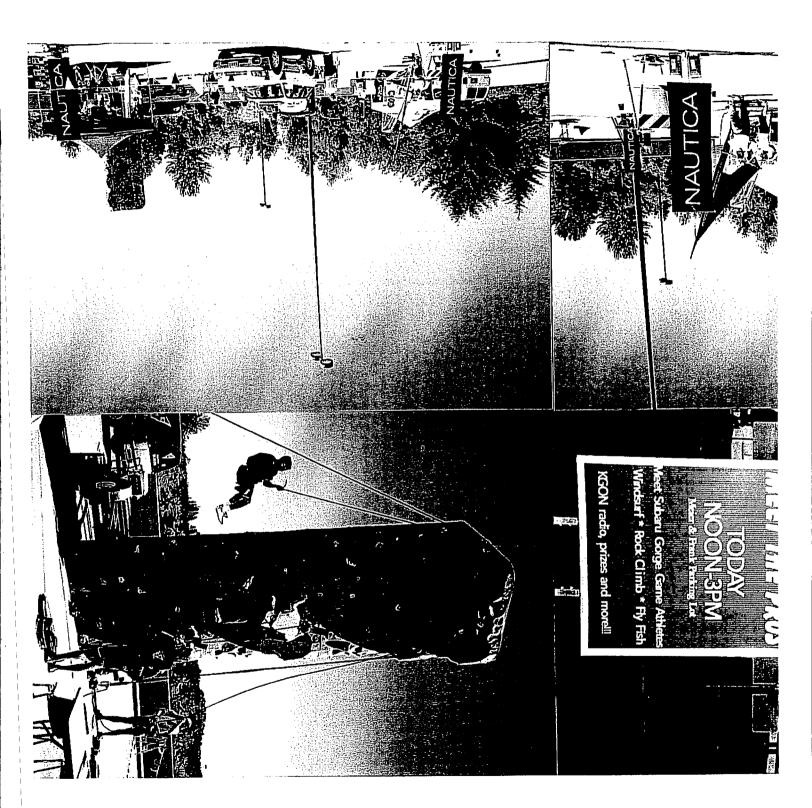


One Week Long Guest Pass* to the Subaru Gorge Games July 8:15; 2000

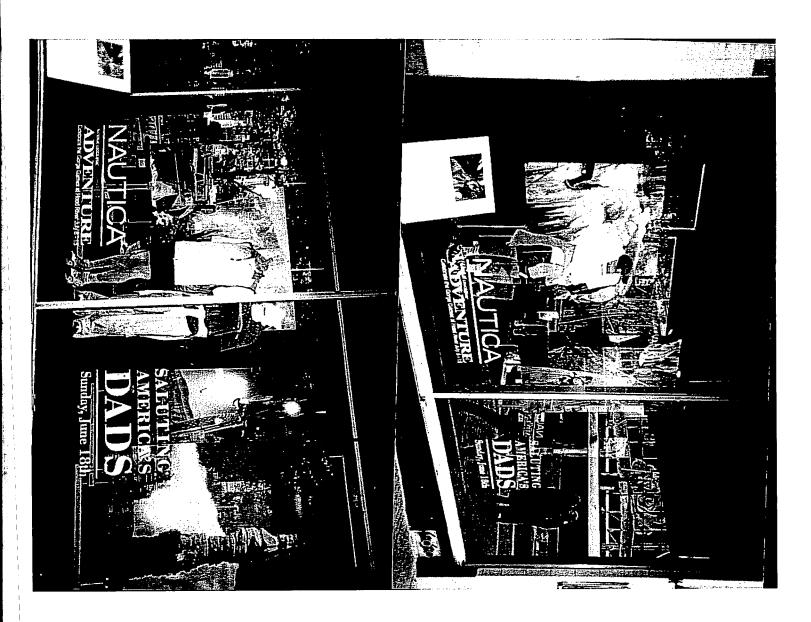
Redeemable at the National Geographic Adventure Village VIP Hospitality Tent

Pass must be redeemed for official guest pass (Good for ONE person. Guest pass includes access to SternWheeler Cruise & Dinner (Mon. July 10, 6:30pm-10:00pm); Final Concert (Sat. July 15, 7:00pm-11:00pm), access to VIP. Hospitality Tent in NGA Village. Village located off 1-84 at exit 64 Hood River. Pass must be picked up, during Village hours (July 8-9 & 13-15; 9:00am=6:00pm, July 10-12; 5:00pm=7:00pm). Non transferable.

NAUTICA OFFICIAL OUTFITTERS

















NAUTICA

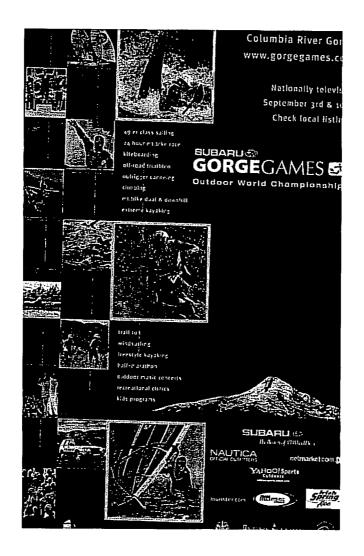
Meet the Pros!

Celebrate the spirit of adventure sports with NAUTICA, official outfitters of the Subaru Gorge Games.

Saturday, June 17th 12:00 – 3:00 Meier & Frank Washington Square Mall.

Meet the pros and learn their techniques first hand. Try a windsurfing simulator, check out the rock climbing wall or cast a rod with the best fly fishing pros. Enter-to-win a weekend trip for two at Hood River Inn and, get two week long passes to the Subaru Gorge Games with your \$100 regular price Nautica sportswear purchase.

GORGE GAMES SOMEIER & FRANK



Come wind 'n' water, Gorge Games return to make a new splash

By KATY MULDOON THE OREGONIAN

Zip up the wet suit. Strap on the helmet. Wriggle into the padded shorts. Or just grab some shades and gaze.

The Gorge Games are back.

The eight-day adventure sports festival that splashed into Hood River in 1996 and crashed last year without adequate sponsorship will return July 8-15 to a variety of sites in the Columbia River Gorge and on Mount Hood.

Organizers expect at least 2,000 athletes to compete for purses totaling \$100,000. They also estimate that 25,000 to 35,000 spectators will

watch the events, which will be free.

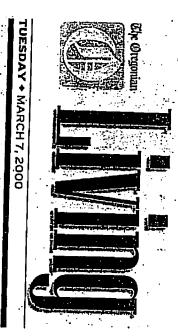
The reborn games come in corporate-meetscool style, with a host of new big-name sponsors, led by Subaru, the title sponsor. NBC Sports plans to broadcast highlights in two one-hour shows Sept. 3 and 10.

Peggy Lalor, Gorge Games director, said she hopes the games will draw amateur and professional athletes from around the world, including a number of competitors headed for the Olympic Games in Sydney, Australia, in September.

Gorge Games events will include mountain biking, windsurfing, kiteboarding, kayaking, outrigger canoeing, climbing, trail running, a triathlon and 49er sailing — a class of high-speed rac-

The festival also will offer adventure sports clinics for children and adults, as well as a benefit concert for Leave No Trace, a nonprofit organization based in Colorado dedicated to building appreciation and respect for the outdoors.

For more information, check out www.gorgegames.com or call 541-386-7774.



Gorge Games return with s. ajor sponsor, TV exposure

√ alk about guilt by assoclation. When mulling whether to write about the upcoming Subaru Gorge Games, I first pictured a series of competitions built around the four screaming morons from the Mountain Dew ads. I imagined the imbeciles doing freestyle bungee jumps, flipping and twisting in hopes of earning the respect of their fellow duuuuuudes. For

some reason, I also envisioned them riding their mountain bikes off a cliff.

Second, I foresaw a flurry of sanctioned "gorging," as it were. Pie-eating contests, hot dog eating contests, cat that 72-nunce steak and get it for free. That kind of thing.

Turns out Peggy Lalor, director of the July 8-15 Subaru Gorge Games in Hood River, has similar fears. No, no, no: Her fears aren't that other warped people will

believe it's a collection of bingeeating contests. She does worry, though, about people associat-

ing the legitimate Gorge Games with the made-for-TV GenX games (or whatever they're called.)

"We want to differentiate from them a said Lator, in town to promote the Games along with expert kayaker hipley and 49er sailing virtuosos

a and Jonathan McKee. "The difference is that we have sports that are real. that real people do. We're not making up sports, like mountain bikes on snow and street luging."

No, the Gorge Games instead will give a national television audience (Sept. 3 and 10 on NBC) a glimpse of how Oregon recreates on our incredible Columbia Rivercarved playground. With \$100,000 in prize money, professionals and amateurs alike will compete in a plethora of events: Along with kayaking and 49er sailing (which refers to a new class of hyper-fast sailboats), the events include "real" mountain biking, windsurfing, outrigger canceling, climbing, kiteboarding and an off-road triathalon.

The games are back after a two-year hiatus. "We lacked a major sponsor, we now have one. It's not tough to figure out why we're pack," said Laior.

"People said they missed us last year. They told us we had to do what we could to pring them back. Kids were devastated that ve didn't hold (the event)."

Also devastated, presumably, was the lood River region itself. According to lavid Povey, a University of Oregon proessor of community and regional planing, the area missed out on millions in evenue by not holding the event in 1999. he games bring people to Hood River, there they check into its hotels, commaneer its restaurants and bars, ride the lount Hood Railroad, and generally parchate in tourist activities.

much money does that mean? Povey e 2000 Subaru Gorge Games will ing \$9.2 million in direct expenditures; a pple effect will, he predicts, multiply that gure by two, meaning the four counties grounding the games' epicenter will see me \$18.4 million spent in July.

And that's just a start. If the games as popular as organizers Meve/hope (Subaru's sponsorship means fil have Gorge Games at least through 2). Povey estimates it could mean some



ANDY GIEGERICH

\$27 million for the Hood River region in two years.

It's only as a side note that Povey warns such success may yield a few negative effects. Assuming more visitors means more people will fall in love with Oregon, he projects new residents, new businesses, higher property values and—here's the bad part-increased congestion.

Regardless, Povey still encourages support of the games, if

only because 1999 proved that many Hood River denizens missed the event.

The games were resuscitated after organizers struck up a partnership with Octagon, the world's second-largest sports marketing company that struck the Subaru sponsorship deal.

"We've actually had primary sponsors from day one, but since we were organized out of the West Coast, we were more regional," said

Lalor. She said that Subaru is a nice fit 'because all their cars are all-wheel drive, so they're

meant for people who tike to go into areas with a little more traction."

Because many Gorge Games sports are Olympic events, many world-class athletes will use the competition as their tune-up for Sydney That's not to say the games aren't for everyone. Qualified amaleurs are welcome to participate, while such diversions as the kids' climbing wall will make it a happening place for the younger set.

With amateurs participating, you'd think the Gorge Games would open Lalor and her staff to some serious liability issues. She's got it covered. Participants must sign a waiver form, and few injuries from previous games have been hospital-inducing. The uber-dangerous events, such as the toplevel kayaking course that includes a 30foot waterfall, are limited to professionals. And even they have to prove in a test run that they can handle the challenge.

"We minimize the risks, and the worst things we usually have anyway are blisters, twisted ankles and scrapes," said Lalor. 'Most of our participants know what they can and can't do."

Because Lalor will be busy running the show, she won't get to watch some of her favorite gorge sports. And what would those be?

"Watching the kayaking is probably the most fun," she said. "It's exciting to see them go into the holes and flip and spin and be one with the river."

WHAT'S IN A FUNNY NAME?

Just wanted to note that the guy who pitched this story is McLean, Va.-based public relations specialist Fred Shank, There's no real reason for this item, other than to report that February proved to be a stellar month for names. First, there was the woman who married and quickly separated from the multi-millionalie. Darva Conger just had to have made up that moniker.

Then I got a call from Widmer Brothers' PR guy Art Sasse. The pronunciation of that is, wonderfully enough, "sassy." And then came Shank.

With a name like Giegerich ("GEE-gehrich," with the second syllable pronounced quickly, kind of like in "Oregon"), I guess I shouldn't throw name-directed stones.

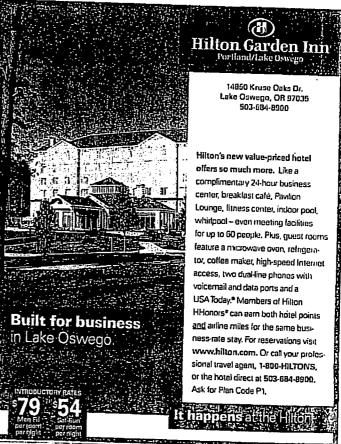
But come on, Darva Conger? Sheesh Contact Andy Glegerich by e-mail at agivgerich@amelty.com or call 219-3417 ()

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per, City of Hood River and Hood River County

HOOD RIVER, OREGON - SATURDAY, FEBRUARY 12, 2000

Gorge Games return with new look

By THOMAS BENNETT News staff writer

nizers of the Gorge Games are looking forward to summer sun and the return of the weeklong Winter gloom may fill the Gorge, but orga-Sports and music festival.

The Games are set to begin July 8, featuring new sponsors, new media partners und a new benefactor

Games organizers are hosting a meeting Tuesday, Feb. 15, at noon at the Hood River Hotel ballroom to give an update on the event and discuss ways in which local businesses can become involved.

organizers were unable to find a new title sponsor after the departure of Timberland. The Games were put on hold last year when Subaru, a supporting sponsor for the first three Games, stepped up as the main supporter

for the 2000 event.

with the media coverage planned, future Games founder and organizer Peggy Lalor said she expects roughly the same numbers of athletes and spectators at this year's event, but Games should draw bigger and bigger crowds.

"We're coming back a lot stronger with our partners, and that's allowing us to do more, she said. "But it will be a building process,"

she said.

the Games, and will air two one-hour pro-grams in September prior to the 2000 NBC has signed a three-year contract with Olympics. It will also provide its footage for broadcast overseas.

tional Geographic Adventure Magazine. The Another new media partner this year is Namagazine, a splashier offshoot of the wellknown publication, will not only offer advertis-

but also provide coverage of the Games on its ing for the event and its sponsors on its pages, cable television network, which is seen in 80 countries. NG Adventure also will host a "village" at the Games headquarters featuring noted outdoor advecturers and films.

In addition, Internet portal Yahoo will drive the Games' website.

Along with commercial sponsors, the event features its own benefactor. Leave No Trace, an in Boulder, Colo., will receive the proceeds from the Games' final concert. Plans are also in the works for the group to partner with the J.S. Forest Service to host voluntary work parenvironmental awareness organization based

The same sports are back, but with a few twists. Mountain bikers can compete in a new ties on local projects.

Please see CAMES, Page A1

GAMES

Trading cards in the works

dual downhill event, while the cy. "bouldering" will be added to the cling cross-country race has been turned into a 24-hour team endurance contest. A new wall will be in place for climbers, Continued from Page A1 competition

With the added media coverage, organizers are working to attract the sports' top athletes. But the events will still be largely aimed at those who just take part for fun, Lalor said.

Sports include windsurfing, kayaking, sailing, snowboarding, kiteboarding, running, outrigger canoeing and mountain-biking. The XTerra off-road triathlon will also return.

children will again be offered as is being eliminated in order to concentrate on such offerings as clinics in windsurfing, kayaking and mountain biking. A series of A wide range of activities for well, although some of the "fluff" trading cards featuring top athletes in the Games' competitive

SPONSORSHIP/MARKETING

Yahoo! lands cashless deal for volleyball sponsorship

ahoo! Inc. continues to leverage its considerable reach to land sponsorship deals with small to midsize properties without spending cash to do it. The latest deal for the Web portal giant is with the Association of Volleyball Professionals, which inked Yahoo! to a three-year, barter-only sponsorship. It includes title sponsorship of one of the AVP's 12 events, the Santa Cruz Open held Memorial Day weekend.

The AVP hopes to get its return on the deal through a link from Yahoo! to its Web site and its Planet Volleyball e-commerce area. Yahoo! will also Webcast

/P events, creating added value for all AVP advertisers, and promote the organization through live chats with athletes and information geared toward amateur volleyball players. By offering these benefits, Yahoo! saved several hundred thousand dollars. The AVP has signed two other new sponsors — Planters Trail Mix and ArtistDirect.com — and both committed to mid-six-figure cash rights fees, according to AVP Chief Executive Bill Berger. Planters will be title sponsor of two events — in Chicago and Huntington Beach, Calif. — and has signed No. 1-ranked player Adam Johnson to an endorsement contract. AVP sponsors receive on-site signs and up to four 30-second commercial spots on Fox Sports Network telecasts of AVP events. The organization, which was bought out of bankruptcy protection two years ago by the investment bank



MARKETING MATTERS

> ANDY BERNSTEIN

THE PERSONAL PROPERTY.

Spencer Trask, is handling all sponsorship sales in house after a brief stint with Marcomm Partners as its sales agent. It expects about \$3 million in revenue this year.

Howard Handler, the senior vice president of marketing at NFL Properties Inc., says he is committed to the NFL and has no intention of leaving the

league anytime soon. A hand-picked hire of NFL Properties President Sara Levinson, who announced her resignation last week, Handler heads the league's marketing programs and has been active in developing its e-commerce and print publishing strategy, as well as all the league's in-house advertising. He said Levinson's resignation will have no bearing on his status with the league.

■ Netmarket.com, a large e-commerce site owned by Cendeant Corp., will sponsor The Gorge Games, an outdoor sports competition that has been resurrected by Octagon and will air on NBC in September. Octagon shopped four partner-level sponsorships for \$300,000 to \$400,000 and signed Yahoo! and Nautica at that level. The package includes advertising units on the NBC

broadcast, exposure on Yahoo!, on-site signs and print advertising in National Geographic Adventure magazine. Subaru is the title sponsor of the event, which will be staged in Hood River, Ore., two months before its actual air date.

■ Although not a Major League Baseball sponsor, Miller Brewing Co. will tie the Miller High Life brand to baseball and some of its all-time greats by staging a joint promotion with The Sporting News this spring, offering a discounted price on The Sporting News book "50 Greatest Sluggers." Point-of-sale materials will feature a photo of the book, other baseball imagery and tear-off coupons that will slash \$16 off the \$29.95 cover price. Miller and The Sporting News,



Miller, Sporting News team to market "50 Sluggers."

which was recently bought by Paul Allen's Vulcan Ventures, have staged joint promotions for several years. This one kicks off Saturday and runs through August.

The Oregonian

TUESDAY + MARCH 7, 2000

Come wind 'n' water, Gorge Games return to make a new splash

By KATY MULDOON THE OREGONIAN

Zip up the wet suit. Strap on the helmet. Wriggle into the padded shorts. Or just grab some shades and gaze.

The Gorge Games are back.

The eight-day adventure sports festival that splashed into Hood River in 1996 and crashed last year without adequate sponsorship will return July 8-15 to a variety of sites in the Columbia River Gorge and on Mount Hood.

Organizers expect at least 2,000 athletes to compete for purses totaling \$100,000. They also estimate that 25,000 to 35,000 spectators will watch the events, which will be free.

The reborn games come in corporate-meetscool style, with a host of new big-name sponsors, led by Subaru, the title sponsor. NBC Sports plans to broadcast highlights in two one-hour shows Sept. 3 and 10.

Peggy Lalor, Gorge Games director, said she hopes the games will draw amateur and professional athletes from around the world, including a number of competitors headed for the Olympic Games in Sydney, Australia, in September.

Gorge Games events will include mountain biking, windsurfing, kiteboarding, kayaking, outrigger canoeing, climbing, trail running, a triathlon and 49er sailing — a class of high-speed racing skiffs.

The festival also will offer adventure sports clinics for children and adults, as well as a benefit concert for Leave No Trace, a nonprofit organization based in Colorado dedicated to building appreciation and respect for the outdoors.

For more information, check out www.gorgegames.com or call 541-386-7774.

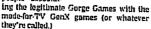
Gorge Games return with major sponsor, TV exposure

alk about guilt by association. When mulling whether to write about the upcoming Subaru Gorge Games, I first pictured a series of competitions built around the four screaming morons from the Mountain Dew ads. I imagined the imbeciles doing freestyle bungee jumps, flipping and twisting in hopes of earning the respect of their fellow ducunuodes. For some reason, I also envisioned them rid-

ing their mountain bikes off a cliff.
Second, I foresaw a flurry of sanctioned
"gorging," as it were. Pieceating contests,
hot dog eating contests, eat that 72-ounce

steak and get it for free. That kind of thing.
Turns out Peggy Lalor, director of the
July 8-15 Subaru Gorge Games in Hood
River, has similar Gars. No. no. no: Her
fears aren't that other warped people will

believe it's a collection of bingecating contests. She does worry, though, about people associat-



they re cause...)

"We want to differentiate from them a lot," said Lalor, in town to promote the Gorge Games along with expert knyaker Scott Shipley and 48er sailing virtuosos Charlie and Jonathen McKee. "The difference is that we have sports that are real, that real people do, We're not making up sports, like mountain bikes on snow and street luging."

No, the Gorge Games instead will give a national television audience (Sept. 3 and 10 on NBC) a glimpse of how Oregon recreates on our incredible Columbia Rivercarved playground. With \$100,000 in prize money, professionals and amateurs alike will compete in a plethora of events. Along with kayaking and 49er sailing (which refers to a new class of hyper-fast saliboats), the events include "real" mountain biking, windsurfing, outrigger canceling, climbing, kiteboarding and an off-road triabhalon.

The games are back after a two-year hintus.
"We lacked a major sponsor, we now have
one. It's not tough to figure out why we're
back," said Lajor.

"People said they missed us last year. They told us we had to do what we could to bring them back. Kids were devastated that we didn't hold (the event)."

Also devastated, presumably, was the Hood River region Itself. According to David Povey, a University of Oregon professor of community and regional planning, the area missed out on millions in revenue by not holding the event in 1999. The games bring people to Hood River, where they check into its hotels, commandeer its restaurants and bars, ride the Mount Hood Rallroad, and generally participate in tourist activities.

How much money does that mean? Povey said the 2000 Subaru Gorge Games will bring \$93 million in direct expenditures; a ripple effect will, he predicts, multiply that figure by two, meaning the four counties surrounding the games' epicenter will see some \$18.4 million spent in July.

And that's just a start. If the games become as popular as organizers believe/hope (Subaru's sponsorship means we'll have Gorge Games at least through 2002), Povey estimates it could mean some



ANDY GIEGERICH

GORGEGAMES ES

\$27 million for the Hood River region in two years.

It's only as a side note that Povoy warns such success may yield a few negative effects. Assuming more visitors means more people will fall in love with Oregon, he projects new residents, new businesses, higher property values and—here's the bad part—increased congestion.

Regardless, Povey still encourness support of the games, if only because 1999 proved that many Hood River denizens missed the event.

The games were resuscitated after organteers atruck up a partnership with Octagan, the world's second-largest sports marketing company that struck the Subaru sponsorship deal.

"We've nettally had primary sponsors from day one, but since we were organized out of the West Const, we were more

regional," said Laior. She said that Subaru is a nice fit "because all their cars are all-wheel drive, so they're

meant for people who like to go into areas with a little more traction."

Because many Gorge Games sports are Olympic events, many world-class addetes will use the competition as their tune-up for Sydney That's not to say the games aren't for everyone. Qualified amateurs are vectome to carticipate, while such diversions as the kids' climbing wall will make it a happening place for the younger set.

a happening place for the younger set. With unaneuers participating, you'd think the Gorge Games would open Lalor and her staff to some serious liability issues. Site's got it covered. Participants must sign a waiver form, and few injuries from previous games have been hospital-inducing. The uber-dangerous events, such as the topic level kayaking course that includes a 30-foot waterfail, are limited to professionals. And even they have to prove in a test run that they can handle the challenge.

"We minimize the risks, and the worst things we usually have anyway are bitsters, twisted ankles and scrapes," said Lalor. "Most of our participants know what they can and can't do."

Because Lalor will be busy running the show, she won't get to watch some of her favorite gorge sports. And what would those be?

"Watching the keyaking is probably the most fun," she said. "It's exciting to see them go into the holes and illp and spin and be one with the river."

WHAT'S IN A FUNNY NAME?

Just wanted to note that the guy who pitched this story is McLean, Va.-based public relations specialist Fred Shank. There's no real reason for this item, other than to report that February proved to be a stellar month for nomes. First, there was the woman who married and quickly separated from the multi-millionaire. Darva Conger just had to have made up that moniker.

Then I got a call from Widmer Brothers'

Then I got a call from Widmer Brothers' PR guy Art Sasse. The pronunciation of that Is, wonderfully enough, "sassy."

And then came Shank.

With a name like Giegerich ("GEE-gehrich," with the second syllable pronounced quickly, kind of like in "Oregon"), I guess I shouldn't throw name-directed stones.

But come on, Darva Conger? Sheesh, Contact Andy Giegerich by e-mail at aglegerich@amcity.com or call 219-3417. 🗅 **NEW SPONSOR**

LibertyBay.com Signs First Sponsorships, Seeks More Deals

While most Internet service providers sponsor to reach consumers (*IEG SR*, Nov. 9, 1998), startup ISP LibertyBay.com, Inc. is using event marketing to also target cosponsors.

The year-old, national ISP-which has just signed its first deal with Festivals, Inc. to sponsor Washington's Safeway Bite of Seattle, Taste of Tacoma and Kent Comucopia Days-plans to align with festivals in other markets this summer and fall.

LibertyBay is seeking relationships with event cosponsors in hopes of selling Web links accessed through its SplashCard signup CDs. The SplashCard, which will be distributed at the events, offers 20 hours of free Internet service. The ISP generates revenue by selling four links that appear upon startup each time consumers access the service from the event-branded CDs.

"We're using event marketing to meet cosponsors and gain distribution to lots of

people," said Tony Perez, director of business development, who screens proposals.

LibertyBay uses viral marketing to Incent new users and maximize impressions for advertisers. Consumers are encouraged to enlist their friends for the service by a LibertyBay e-mail offering 10 additional hours. Each user typically signs up at least five people, Perez said.

Festivals, Inc., producer of the Seattle and Tacoma taste festivals and sales rep for the Kent event, is using SplashCards as a selling tool, offering sponsors and prospects promotional ideas linked to the service. "It gives us more inventory," said Kelly Petchiny, director of sales & marketing with the agency. Petchiny plans to introduce LibertyBay to major event cosponsors such as Safeway, Inc.; Millstone Coffee Co.; and Sprint PCS.

LibertyBay, which has official ISP status at the three events, plans to leverage the

WHO guberryBay.com -TAKEAWAY anawisplusas les lo davejop business relationships

ties on-site with dunk tanks. These will create visibility, raise money for charities and are a natural tie to SplashCard's water imagery, Petchiny said.

More Deals Sought

LibertyBay is shopping for events in Chicago, Dallas, Los Angeles, Washington, D.C. and other major markets, said Perez, who forwards qualified ties to Todd Ostrander, president and CEO, for signoff. Rightsholders must be willing to introduce the ISP to cosponsors.

SOURCES

LibertyBay.com, Inc., Tel: 253/396-1155 Festivals, Inc., Tel: 206/232-2982

MEASUREMENT

Nautica Adds Deals As Sponsorship Demonstrates Return

Armed with the knowledge that 90 percent of its deals are producing a demonstrable sales increase at retail, Nautica Int'l, Inc. has signed one of its largest deals to date, a three-year, \$300,000-plus-per-year tie with the Subaru Gorge Games in Mt. Hood, Ore.

Indeed, the apparel marketer is so sold on the return it receives from sponsorship, it allocates at least 15 percent of its marketing budget to sponsorship, said Dee Slattery, the company's director of marketing, who signs off on ties.

For example, since Nautica took title of the Malibu Triathlon three years ago, its Los Angeles retailers have experienced 15-to-20-percent year-over-year sales increases during the three-week period surrounding the September event. Before sponsoring the event, "business was strong," in the L.A. market, with single-digit yearly increases during the same period, Stattery said.

Nautica promotes the event in-store and with radio advertising. For example, at last year's triathlon, Nautica partnered with 10 of The May Department Stores 'o.'s Robinsons-May locations to conduct

WHO Nautica

TAKEAWAY

Apparel marketer adds events following double-digit sales rise from sponsorship.

promotions including athlete appearances and a sweepstakes. The in-store Nautica Shop aired footage on video screens. Earlier this year, the company renewed with the triathlon for three years.

Leveraging Gorge Games

Nautica will apply a similar activation strategy to July's Gorge Games. At The May Co.'s Meier & Frank chain it will conduct a sweepstakes around the event, host in-store athlete appearances and promote a gift with purchase.

As part of its objective to gain visibility in other areas of the store, Nautica will decorate the windows in Meier & Frank's Portland flagship store. Nautica will tout the tie with newspaper and outdoor ads in Portland and spots during the two tapedelay broadcasts on NBC, Slattery said.

The company also plans to highlight the sweepstakes on its Web site's Events page. Nautica will offer Gorge Games merchandise, including caps and T-shirts, to consumers who participate in a trivia contest in that area.

As the event's official outfitter, Nautica will design clothing to be worn by Gorge Games' staff, volunteers and hopefully cosponsors, a tack it also takes with the Malibu Triathlon, Slattery said.

Other company products, including Nautica watches and eyewear, are included

in the deal, she added.

Nautica may tie NBA Los Angeles Lakers player Glen Rice, a Nautica endorser, into the Gorge Games through on-site sports demonstrations.

The company, which targets 25-to-45year-old males with HHI of \$50,000-plus interested in sports, arts and the environment, promotes itself as active, authentic and high quality.

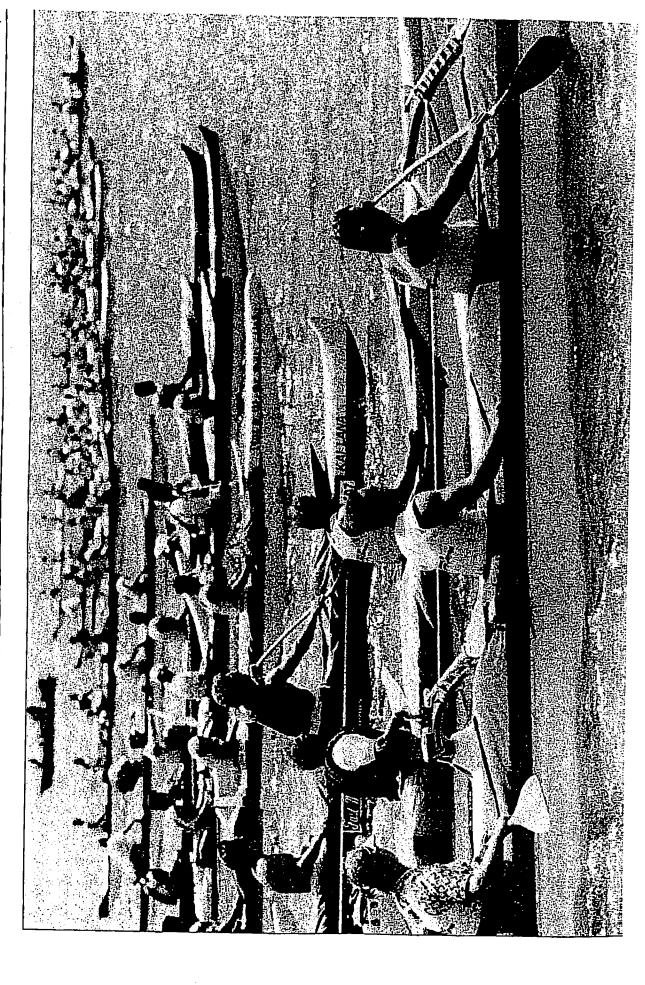
As for sponsorships that have not produced satisfactory results, Slattery cites implementation problems such as low store inventory, poor timing or not enough advertising support. "If you can't tie sponsorship to business or soul of the brand, you can't expect things to happen," she said.

Other Nautica sponsorships include Starlight Children's Foundation, Men's Alpine World Cup, Nautica World Sailing Championships and Washington, D.C.'s BB&T Classic college basketball tournament.

Nautica also has taken ties for museums' after-hours social events around its jazz-themed Arts and Soul fashion shows, which will continue in Miami, Seattle and San Francisco this year, Slattery said.

SOURCE

Nautica Int'l, Inc., Tel: 212/541-5757 .



By JANET COOK

fter taking a year off, the Gorge Games returns this summer with the backing of several major sponsors and an international sports marketing company that promises to make the event bigger and better than ever:

The 2000 Subarn Gorge Games take place July 8 through July 15 at venues around Hood River. Limitless Events and Marketing and its founder Peg Lalor are still the brains — and much of the muscle — behind the event.

But this year Lalor has formed a partnership with Octagon Worldwide, a sports marketing company that ranks among the top three agencies in the world. Octagon's involvement helped secure title sponsor Subaru and sewed up a television deal with NBC Sports for two telecasts of Gorge Games highlights to run in September.

Other major sponsors include Nautica, Yahoo!, National Geographic Adventure Magazine, Netmarket.com, Paul Mitchell and American Airlines, Dozens of other sponsors are involved on a sport-specific basis.

The event features individual and team competitions in various outdoor sports, including mountain biking, trail running, kayaking, windsurfing, kiteboarding, outrigger canoeing and off-road triathlon. A \$100,000 prize purse will be divided among the sports.

One major change in this year's event is the absence of a snowboarding competition. "When Octagon came onboard, we took a hard look at the event in order to more clearly distinguish it from events like the X Games and the Gravity Games," Lalor said. Snowboarding, which was part of previous Gorge Games, was the only "winter" sport competition in the Games. "We decided it just diduit fit with our image as a summer event," she

said.

A climbing competition with prize money totaling \$10,000 — one of the only climbing events in the country this summer with a sizable purse — will replace snowboarding. The competition will take place on a custom bouldering wall to be built at the event headquarters at the Hood River Marian

Another addition to this year's Games is in mountain biking. Along with dual statom and downhill competitions, there will be a 24-hour race. Individuals can enter, as well as teams of 2, 4 or 5 competitors. The event will be held on a 10-mile lan course at the base of Mt. Hood.

A change in this year's off-road triathlon will have competitors start and finish the race at the Hood River Marina. There also will be two courses this year of different lengths, one with a 750-meter swim, 10-K mountain bike ride and 10-K run, and a more challenging course with a 1500-meter swim, a 25-K mountain bike ride and a 10-K run.

Aside from some competition changes, however, the Games will look much as they have in the past — if more polished. "We're-still very much focused on the grass roots," Lalor said. "We invite a small group of international pros and a large group of regular guys and gals and they get to compete on the same playing field."

Lalor said Octagon has sought few changes in the event. "They've been very respectful of what we created," she said. "They saw the value in it and wanted to keep it very much the same."

As in the past, the 2000 Subaru Gorge Games will feature clinics taught by pro athletes, an extensive kids program and live music, including the popular Street Dance in downtown Hood River and a concert on closing night at the Bingen Marina. Proceeds from the concert will go to Leave No Trace, a national nonprofit organization dedicated



Mountain biking in Post Can

to building awareness and respect for public r ation places.

"We've always been looking for a nonprofit benefactor that had an environmental aspect i was not political," Lalor said. "We felt that Le No Trace fit the bill perfectly and are excited about being able to help an organization that right in line with our philosophy."

Lalor believes the involvement of Octagon Worldwide and the injection of dollars from h profile sponsors will take the event to a new As part of its sponsorship deal, National Geographic Adventure Magazine will create the "tional Geographic Adventure Village" to servevent headquarters at the Hood River Marina Along with booths where outdoor companies display and sell products, a highlight of the "lage" will be a JumboTron screen where vide footage from Gorge Games events will be shoduring the day, At night, films from the Banti Mountain Film Festival will be featured.

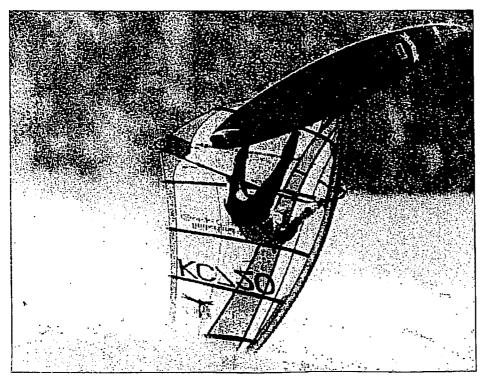
The major Gorge Games sponsors have sign on for three years, ensuring a continuation of event at this level. "They're here for the long so it's in everyone's interest to make sure the event is the best it can possibly be," Lalor sai

After four years of struggling to run the G Games with varying degrees of sponsor comment, Lalor believes the new attention focuse it provides an unprecedented opportunity for Hood River and other Gorge communities.

"What this means is, if we can spit-and-pol things and welcome people here for this. we's this media machine for three years," she said think it will do a lot for our economy if we can

For more information about the 2000 Subai Gorge Games, log onto the event's website at www.gorgegames.com.

Cook is a Hood River free-lance writer:



Getting vertical during freestyle windsurfing competition at the hatchery.

OFINE G

Fast FORWARD

Going for the Gorge

A small-town event turns into big business.

windsurfer and former computer salesperson, the Olympics won't be the only major sports event on TV this month. The Subaru Corge Cames—a mix of events including kayaking, mountain biking, paragliding, kite boarding, and rock climbing—will air on NBC September 3 and 10 Based in Hood River, Oregon, the competition is expected to draw 2,000 athletes, 25,000

spectators, and millions of dollars to the Pacific Northwest. But it almost didn't happen. A year ago, Lalor had to cancel the games when her main sponsor backed out. So she pursued a partnership with Octagon Marketing North America, which helped her land

the NBC deal and sponsors such as Subaru, Nautica, National Geographic Adventure, and Yahoo! Sports. Here, she shares a few thoughts about marketing moxie.

What happened after the 1999 Games were called off? What I learned is

that most major corporations are not risk
takers. But I see everything as an opportunity.
I had to locate someone
who understood the
unique opportunity a
place like the Columbia
River Corge provides.

When Octagon wanted to fly me to New York to negotiate, I insisted they come to Hood River. That made the deal.

Do you have a strategy for success? Part of marketing an event is knowing who you are. The games are about selling a healthy lifestyle. We're not Aspen, Vail, or Whistler.

and we're definitely not slick. You're not going to find a Hyatt here 'cause we don't have one. We're a farm-



Hanging Tough: When Peggy Lalor's Gorge Cames were threatened with cancellation, the founder [below left] sprang into action.

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GAMES

Local athletes set their sights

Continued from Page A1 a.m. and 3:30 and 4:30 p.m. in the National Geographic Village.

At least 12 Hood River athletes will compete in the Games.

n Thirty-year-old Cory Roeseler, co-inventor of the kiteski, is a five-time blowout winner, 1995 X-Games champion, and was kiteski world champion in 1995-96 and 1997.

He won the Mogador Cup in Morocco as island circumnavigation champ last year and he holds the the unofficial kite-sailing speed record of an average 42 miles an hour over 100 meters.

n Sam Drevo, 23, holds a passel of gold medals and championships in kayaking. He has been ranked Number Two in the world in whitewater freestyle and two years ago he broke the unofficial world speed/vertical record running the Paonia Reservoir Dam, a drop of 200 feet, in 9.5 seconds, the first to accomplish this feat.

He is a graduate of Lewis and Clark College in Portland with a business degree. He founded and coordinated the college's paddle program which taught 500 Lewis and Clark students and faculty how to paddle a kayak.

n Windsurfer Eddie Petrocelli, 27, calls Hood River and Aruba home. He is instructional editor of Windsurfer Magazine. He teaches an estimated 3,000 persons a year

to windsurf.

He holds numerous free style windsurfing records and will leach the gorge Games ZuluSports Clinic on July 11 from 7 to 9 p.m. at Big Winds.

Other Hood River entrants in the Gorge Games include kayaker Rachel Moldover, mountain blkers Mark DeResta and Jennifer Bisset, and triathlon competitor Jennifer Donnelly, who will also compete in the 10K-1/2 marathon trall run along with Tom Moline, and Temira Wagonfeld in freestyle windsurfing.

n Bisset is part of a fourwoman team of mountain bikers who attack a rugged, challenging course for 24 hours in sequences of four to six laps on a 10 to 12mile course. The other athletes are Susie Harris, Manroen Busby, and Jili Crimmins. The team is sponsored by Summit Projects, an internet development company in Hood River.

This bike race is not a walk in the park, nor is it for the faint of heart The girls must continue rious night and day beginning at noon on July 8 to noon on July 9 over the Whoop-Di Trail off Eastside Road. They wear lights at night, try to sleep along the trail between riding their laps, and generally encourage each other.

The quartet has been riding separately and together for some 10 years. Bisset describes the rocky sections of the trail as "technical." That means steer clear of the boulders and pick your way through the rocks without losing too much speed.

Bisset is 25, Harris, 37, Busby 41 and Crimmins 30. They think they have an edge over the world champions they're going to compete against, because they ride the Whoop-Di Trail a lot. However it works out, Bisset says the race is going to be a "lot of fun."

n Twenty-five-year-old Temira Wagonfeld has been a local for four years who spends part of her time in Maui. "I've spent a winter here, so I guess that makes me a resident."

She's been windsurfing for 11 years. Freestyle translates into assorted jumps and tricks, like the forward loop where you flip upside down and hopefully land upright on the water. Or the table top, where you flip the board upside down.

Windsurfers are not fazed by falls, because they all fall. "Sometimes you fall hard," Wagonfeld says, "but it's not very often you get hurt. Water has a lot more 'give' than cement."

She's pre-qualified for the freestyle, so she doesn't have to worry about the qualifying trials which will be held July 5 through 7. The freestyle competition takes place the first windy day after that.

"We need more women sailors," she added. "They shouldn't be intimidated by all the hoopla of the Games. A lot of my friends from Maui will be here and it's going to be fun."

The Gorge Games, absent last year because of a pullout by major sponsors, enters this year's millennium event with a pocketful of sponsors. Overall sponsor is Subaru and includes Nautica, Irish Spring Aloe, Yahoo! Sports Outdoors, American Airlines, netmarket.com and ZuluSports.com.

Exhibition sports include paragliding July 15 and a 10-mile sea kayak race from The Dalles waterfront to the Discovery Center.

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BRANDWEEK

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Newswire

Golden Books begins the holiday season early this year by releasing a special DVD double-featuring Frosty the Snowman and Frosty Returns. The package includes both movies, bonus tracks and an introduction by Arthur Rankin, animator/producer of Frosty and Rudolf the Red-Nosed Reindeer, which also will be re-released on DVD Available as both DVDs and home videos, titles hit shelves Sept. 12 ... Toy Biz, N.Y. signed a multi-year agreement with Warner Bros. Consumer Products, to create kites featuring Harry Potter, based on the J.K.Rowling book series ... Nautica is gearing up for fall: the brand is official outfitter of the Subaru Gorge Games in Hood River, Ore., this week; the company will partner with art museums in Seattle next month and Miami in November to bring young people an evening of art, music and fashion; it is also title sponsor of the Nautica Maibu Triathlon held at Zuma Beach, Calif., on Sept. 17 ... Marsteller Advertising, N.Y., will hold the reins for a United Airlines campaign preaching benefits of proposed merger with US Airways. Prelim plans call for targeting key markets and touting advantages: easier access to international destinations, seamless one-ticket service, consolidation of frequent flyer miles and Star Alfiance. Fallon, Minneapolis, and Young & Rubicam, N.Y., which handle United's regular ad duties, were kept out so the agencies can continue focusing on the brand.



MOST UTILISTIAL EVENT
Creat Doubours flower
chrobers take to the top of a pole without spikes in stage, using only an axe
and twin boards, Aventi Saccomplished
by chapping a north, sit lung a board in
it, then stanting on that board to shop
the next north.
Carge Carnet: Rue Board Racers
tawish large kites while floating in the
twen, then show the bit of a 3-ail as they
traverse the water on wakeboards.

Charity project
Creat Ontdoors: Project HumeSafe, a
randominder gun safety and lock distribution program.
Carge Games: Leave No Trace, retroportable undoor recreation through
education, research and partnerships.

Prize money Great Outdoors: \$270,000. Gorge Games: \$100,000.

On television

Great Outdoors: 175 hunts on ESPN, ENPAL, July 27-Aug. 4. Gurge Games: 2 hunts on NBC, Sept. J. and Sept. 10.

HOOD RIVER, Ore. — The Columbia River Gorge is a steeply curved, half-mile deep trough that forms about 100 miles of the border between Oregon and Washington.

The Corge used to be a frothing whitewater free-way for timber headed 60 miles downstream to

Today, it is thick with the raw materials of adventure sports; fast water, steep trails, heart-stopping vistas and capputcting on every corner. The limber business is almost dead, but the funky railhead of Hood River still is the thumping

turky rathered or Hood Rivers 18th is the rithmining leart of the region. The town of 6,000 will host the Gorge Cames Outdoors World Championships on July 8-15. Look roorth from bustling Oak Street, and you'll see windsurfers skimming the whipped-up waves

on the Columbia.

on the Columbia.

Turn to the southwest and see peletons of troked-out mountain bikes climbing Highway 35, headed for the world-class singletrack that rings nearby and near-perfect Mount Hood.

Look over your shoulder and watch high-stepping tunners stride up the long stairways that lead to million-dollar homes on the ridge line over-looking the Copes.

looking the Gorge.

Look around at the carophony of outdoors gear shops, subwalk give suppers, flukeustocked-filled.

"I discovered the Corge after moving to Seattle last November," says champion ultra-endurance cyclist John Stamstad, who will compete in the solo 24-hour mountain bike event. "My girlinend and I snowshoed to the top of Mount St. Helens a few

weeks ago and I was just in heaven.

The adventure sport possibilities are limitless, which means my weekends will be pretty busy for the next decayle. the next decade

the next decade.

Although the event will receive network IV coverage on NBC, these aren't your son's X Games.

There will be inline skating downtown, but the real action will be in the chilly water and the technical singletrack that separates the wannabes from the Zen masters.

The Gorge means big girls and boys with expensive toys, dropping their kayaks down 10-foot waterfalls and their mountain bikes off 40-foot single-

terfalls and their mountain bikes off-40-root single-track whoop-de-doups.

The hottest high-tech gadget here isn't a Palm Pi-lot: Columbia cool is having a special pager that beeps when the wind and waves are high at your favorite windsurfing spot.

Cotge Games competitions will be held in climb-ing, kayak, kite sports, mountain bike, off-road trainflon, outrigger caroe, 49er saiting, trail run-sing and windsurfine.

ning and windsurfing.
The sponsor list leads like a wealthy stacker's

than Flats in Florence, Italy. Paul Hogan could run

than falls in riorence, hay, raw mogan coun run for governor, mate.

The Corge Games have been around since 1997, but as a regional competition for het-shot locals and weekend warriors. The shing, new nutional edi-tion of the lestival still is about working-stilf partic-lessed should.

ipation, though.

Real-world artiletes can get involved through cit-izen-level competitive events or in hands-on clinks

tech-level competitive events or in hands-on chinks taught by top adventure-sports athletes.

"Outdoors sports fovers are doers," Gorge Games founder Peggy Lalor says. "They love to watch, but they want their chance to compete, too."

Lalor, a former world-class windsurfer, says there have been a few cases where weekend warriors wowed the pros with some sturning performances.

wowed the pros with some sturning person-mances.
For adventure athletes seeking some advice from the top jocks, clinics are available for all skill levels. Kids' clinics are scheduled in kayaking, mountain biking, windsurfing and indice skatting.
Don't worry if you can't get your Volkswagen Microbus all the way to Oregon: NIIC will broad-cast highlights from the Corge Carnes on Sept. 3 and Sept. 10 as a warm-up for the Olympics. For note information, go to gorgegames.com.

HOOD RIVER, OREGON . WEDNESDAY, JUNE 28, 2000

Gorge Games get going on Saturday

The Subaru Gorge Games, with \$100,000 in prize money up for grabs, begins Saturday and runs graps, deguis Saturday and tense through July 15 at locations in Hood River and Cascade Locks, as well as Mt. Hood, and in Klickliat and Skamania counties, Wash.

The National Geographic Village will be open at the Hood River port marina, with numerous activ-ities and classes for kids and families. See page A3 for details.

Here are the dates, times, purse money and locations of Gorge Games competitive events:

■ Dual and downhill mountain biking - dual, 8:30 a.m., July 8, \$10,000 purse. Mt. Hood Ski Bowl.

Downhill, 9 a.m., July 9, \$10,000, Mt. Hood Ski Bowl. Kayaking — freestyle, 8:30 a.m., July 8 and 9, \$10,000 purse.

Husum, Wash. . head-to-head, ■ Kayaking

m kayaking — nead-to-head, 8:30 a.m., July 9, Husum, Wash. m Kayaking — extreme, quali-fiers from head-to-head, 8:30 a.m., \$10,000. Husum, Wash.

■ Windsurfing — morning, depending on wind, July 10 to 14, \$19,500. Spring Creek Fish Hatchery, Underwood, Wash.

■ Windsurfing — blowout, 17

miles from Stevenson, Wash., to Hood River, morning of second windy day, \$500 winner take all.

49er sailing — July 7 (11:30 a.m.), July 8 and 9 (10:30 a.m.) \$10,000. Cascade Locks Marine

Park.

EClimbing — July 12 (open round, 8 a.m.), July 13 (semi finals, 9 a.m.), July 14 (finals, 1 p.m.), \$10,000, National Geographic Villegraphic lage in Gorge Games headquar-

ers.
■Off-road triathlon, July 15, 9
a.m. (long course), 10 a.m. (short
course), \$10,000. National Geographic Village.

■ 24-hour mountain bike race. 12 noon July 8 to 12 noon July 9, 10 mile lap course on Whoop-Di Trail off Eastside Road, \$5,000.

■ Kiteboarding - freestyle, afternoon of second windy day between July 10/14, \$4,500. Hood River Event Site.

■ Kiteboarding — blowout, morning of second windy day be-tween July 10/14, 17 miles from Stevenson, Wash., to Hood River, \$500 winner takes all.

■ Trail run — July 8, morning. Burdoin Mountain, 148 Tunnel Road, outside White Salmon. No

Outrigger canoeing — July 8, 10 a.m., all crews (9.5 miles). July 9, 10 a.m. women (4.75 miles), men (9.5 miles). No purse. Stevenson,

Events and times are subject to change. Those interested in particular events should check schedules at Gorge Games headquar-

The girls must continue rinus The girls must continue ritaus night and day beginning at noon on July 8 over the Whoop-Di Trail off Eastside Road. They wear lights at night, try to sleep along the trail between riding their laps, and generally encourage and other. courage each other.

The quartet has been riding separately and together for some separately and together for some 10 years. Bisset describes the rocky sections of the trail as "technical." That means steer clear of the boulders and pick your way through the rocks without lasting ten much speed.

out losing too much speed.
Bisset is 25, Harris, 37, Busby 41 and Crimmids 30. They think they have an edge over the world champions they're going to compete against, because they ride the Whoop-Di Trail a lot. However it works out, Bisset says the race is going to be a "lot of fun."

n Twenty-five-year-old Temira Magorfeld has been a local for four years who spends part of her time in Maul. "I've spent a winter here, so I guess that makes me a resident.

She's been windsurfing for 11 years, Freestyle translates into assorted jumps and tricks, like the forward loop where you flip up-side down and hopefully land up-

right on the water. Or the table top, where you flip the board up-side down.

Windsurfers are not fazed by falls, because they all fall. "Sometimes you fall hard," Wagonfeld says, "but it's not very often you get hurt. Water has a lot more 'give' than cement."

She's pre-qualified for the freesne's pre-qualities to the service, so she doesn't have to worry about the qualifying trials which will be held July 5 through 7. The freestyle competition takes place the first windy day after that.

"We need more women sailors," she added. "They shouldn't be intimidated by all the hoople of the Games. A lot of my friends from Maul will be here and it's going to be fun."

The Gorge Games, absent last year because of a pullout by major sponsors, enters this year's millennium event with a pocketful of sponsors. Overall sponsor is Subaru and includes Nautica, Irish Spring Aloe, Yahoo! Sports Outdoors, American Airlines, networks come and Zuin Sports come and Zuin Sports come and Zuin Sports come and Zuin Sports come market.com and ZuluSports.com.

Exhibition sports include paragliding July 15 and a 10-mile sea kayak race from The Dalles waterfront to the Discovery Center.

SPORTS BUSINESS JOURNAL

CHARLOTTE, NC WEEKLY JUN 5 2000

■ Yahoo! joins Gorge Games

The Subaru Gorge Games signed Yahoo! Sports Outdoors as a sponsor. The company joins Subaru, Nautica, Netmarket.com, Paul Mitchell, Irish Spring and Monster.com as sponsors. The outdoor sporting events competition is scheduled for Hood River, Ore., July 8-15.

The latest on sports, arts, cause and entertainment marketing

MEASUREMENT

Nautica Adds Deals As Sponsorship Demonstrates Return

Armed with the knowledge that 90 percent of its deals are producing a demonstrable sales increase at retail, Nautica Int'l, Inc. has signed one of its largest deals to date, a three-year, \$300,000-plus-per-year tie with the Subaru Gorge Games in Mt. Hood, Ore.

Indeed, the apparel marketer is so sold on the return it receives from sponsorship, it allocates at least 15 percent of its marketing budget to sponsorship, said Dee Slattery, the company's director of marketing, who signs off on ties.

For example, since Nautica took title of the Malibu Triathlon three years ago, its Los Angeles retailers have experienced 15-to-20-percent year-over-year sales increases during the three-week period surrounding the September event. Before sponsoring the event, "business was strong," in the L.A. market, with single-digit yearly increases during the same period, Slattery said.

Nautica promotes the event in-store and with radio advertising. For example, at last year's triathlon, Nautica partnered with 10 of The May Department Stores Co.'s Robinsons-May locations to conduct

WHO Nautica

TAKEAWAY.

Apparel marketer adds events following double-digit sales rise from sponsorship. promotions including athlete appearances and a sweepstakes. The in-store Nautica Shop aired footage on video screens. Earlier this year, the company renewed with the triathlon for three years.

Leveraging Gorge Games

Nautica will apply a similar activation strategy to July's Gorge Games. At The May Co.'s Meier & Frank chain it will conduct a sweepstakes around the event, host in-store athlete appearances and promote a gift with purchase.

As part of its objective to gain visibility in other areas of the store, Nautica will decorate the windows in Meier & Frank's Portland flagship store. Nautica will tout the tie with newspaper and outdoor ads in Portland and spots during the two tapedelay broadcasts on NBC, Slattery said.

The company also plans to highlight the sweepstakes on its Web site's Events page. Nautica will offer Gorge Games merchandise, including caps and T-shirts, to consumers who participate in a trivia contest in that area.

As the event's official outfitter, Nautica will design clothing to be worn by Gorge Games' staff, volunteers and hopefully cosponsors, a tack it also takes with the Malibu Triathlon, Slattery said.

Other company products, including Nautica watches and eyewear, are included

in the deal, she added.

Nautica may tie NBA Los Angeles Lakers player Glen Rice, a Nautica endorser, into the Gorge Games through on-site sports demonstrations.

The company, which targets 25-to-45-year-old males with HHI of \$50,000-plus interested in sports, arts and the environment, promotes itself as active, authentic and high quality.

As for sponsorships that have not produced satisfactory results, Slattery cites implementation problems such as low store inventory, poor timing or not enough advertising support. "If you can't tie sponsorship to business or soul of the brand, you can't expect things to happen," she said.

Other Nautica sponsorships include Starlight Children's Foundation, Men's Alpine World Cup, Nautica World Sailing Championships and Washington, D.C.'s BB&T Classic college basketball tournament.

Nautica also has taken ties for museums' after-hours social events around its jazz-themed Arts and Soul fashion shows, which will continue in Miami, Seattle and San Francisco this year, Slattery said.

SOURCE

Nautica Int'l, Inc., Tel: 212/541-5757



Gorge Games goes global on Internet

sources on the web. and results from the best re-Sports Outdoors will feature the Sports Outdoors' coverage. Yahoo latest Subaru Gorge Games news Gorge Games through Yahoo! event, fans can easily follow the In addition to sponsoring the

sponsors," said Gorge Games Director Peggy Lalor. Sports Outdoors join the Subaru Gorge Games' list of outstanding "I am pleased to have Yahoo!

ship will be beneficial for years to the web, we believe this relationand dedication to providing a new home in outdoor sports content on "With Yahoo!'s global audience

ster.com and American Airlines in sponsoring the Gorge Games. Na-

Paul Mitchell, Irish Spring, Mon-Subaru, Nautica, Netmarket.com, athletes and amateur enthusiasts. showcase some of the finest elite \$100,000 in prize money at stake, Hood River on July 8-15, with

Yahoo! Sports Outdoors joins

sponsor of the event.

The Games, which return to

sports.yahoo.com, as an official doors at the website www.outdoordesignating Yahoo! Sports Outcommerce and media company global Internet communications,

announced a marketing agreement with Yahoo! Inc., a leading

tival held at the Hood River Gorge, week-long sport and lifestyles fes-

The Subaru Gorge Games, the

tional Geographic Adventure and come."

NBC Sports are media partners

for the event.

sponsorship of the Gorge Games a participants, both casual and area of Yahoo! Sports for outdoor have geared this newly expanded hard-core, making this marketing thrilled to be part of the Subaru Gorge Games," said Mike Kelley, brand manger, Yahoo! Inc. "We "Yahoo! Sports Outdoors is

week-long sport and lifestyle festi an off-road triathlon during the climbing, kiteboarding, as well as surfing, outrigger canoeing ing, kayaking, 49er sailing, wind riety of outdoor adventure competitions including mountain bik The Gorge Games features a va

Also part of the Gorge Games

vided in the National Geographi Adventure Village. are the numerous attractions pro

ments the highly charged sporting ucational atmosphere that comple center are treated to a fun and ed Visitors to this unique festiva

sport athletes will take to the has to offer, the top adventure course with NBC looking on. In one of the best venues nature

many of the Gorge Games' athletes honing their skills before heading down under in search of 2000 Olympics, NBC will air its work's coverage of the Sydney telecast Sept. 3 and 10, showing Serving as a tune-up for the net





By JANET COOK

ther taking a year off, the Gorge Games returns this summer with the backing of several major sponsors and an international sports marketing company that promises to make the event higger and better than even.

The 2000 Subaru Gorge Games take place July 8 through July 15 at venues around Hood River. Limitless Events and Marketing and its founder Peg Lalor are still the brains — and much of the muscle — behind the event.

But this year Lator has formed a partnership with Octagon Worldwide, a sports marketing company that ranks among the top three agencies in the world. Octagon's involvement helped secure title sponsor Subaru and sewed up a television deal with NBC Sports for two telecasts of Gorge Games highlights to run in September.

Other major sponsors include Nautica, Yahoo!, National Geographic Adventure Magazine, Netmarket.com, Paul Mitchell and American Airlines, Dozens of other sponsors are involved on a sportspecific basis.

The event features individual and team competitions in various outdoor sports, including mountain biking, trail running, kayaking, windsurfing, kiteboarding, outrigger canoeing and off-road triathlon. A \$100,000 prize purse will be divided among the sports.

One major change in this year's event is the absence of a snowboarding competition. "When Octagon came onboard, we took a hard look at the event in order to more clearly distinguish it from events like the X Games and the Gravity Games, Lalor said. Snowboarding, which was part of previous Gorge Games, was the only "winter" sport competition in the Games. "We decided it just didn't fit with our image as a summer event," she

said.

A climbing competition with prize money totaling \$10,000 — one of the only climbing events in the country this summer with a sizable purse — will replace snowboarding. The competition will take place on a custom bouldering wall to be built at the event headquarters at the Hood River Martna.

Another addition to this year's Games is in mountain biking. Along with dual slalom and downhill competitions, there will be a 24-hour race. Individuals can enter, as well as teams of 2, 4 or 5 competitors. The event will be held on a 10-mile lap course at the base of Mt. Hood.

A change in this year's off-road triathlon will have competitors start and finish the race at the Hood River Marina. There also will be two courses this year of different lengths, one with a 750-meter swim, 10-K mountain bike ride and 10-K run, and a more challenging course with a 1500-meter swim, a 25-K mountain bike ride and a 10-K run.

Aside from some competition changes, however, the Games will look much as they have in the past — if more polished, "We're still very much focused on the grass roots," Lalor said. "We invite a small group of international pros and a large group of regular guys and gals and they get to compete on the same playing field."

Lator said Octagon has sought few changes in the event. "They've been very respectful of what we created." she said. "They saw the value in it and wanted to keep it very much the same."

As in the past, the 2000 Subaru Gorge Games will feature clinics taught by pro athletes, an extensive kids program and live music, including the popular Street Dance in downtown Hood River and a concert on closing night at the Bingen Marina. Proceeds from the concert will go to Leave No Trace, a national nonprofit organization dedicated



Mountain biking in Post (

to building awareness and respect for publ ation places.

"We've always been looking for a nonprebenefactor that had an environmental assiwas not political," Lalor said. "We felt that No Trace fit the bill perfectly and are excaabout being able to help an organization to right in line with our philosophy."

Lalor believes the involvement of Octag Worldwide and the injection of dollars fro profile sponsors will take the event to a as As part of its sponsorship deal, National graphic Adventure Magazine will create tional Geographic Adventure Village" to event headquarters at the Hood River Ma Along with booths where outdoor compar display and sell products, a highlight of blage" will be a Jumbo Tron screen where footage from Corge Games events will beduring the day At night, films from the B Mountain Film Festival will be featured.

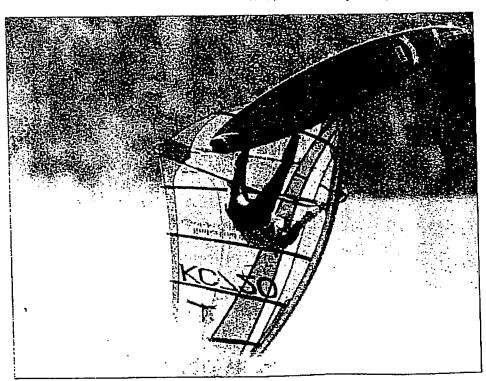
The major Gorge Games sponsors have on for three years, ensuring a continuation event at this level. "They're here for the loso it's in everyone's interest to make sure event is the best it can possibly be," Lalo

After four years of struggling to run the Games with varying degrees of sponsor ment, Lalor believes the new attention for it provides an unprecedented opportunity Hood River and other Gorge communities.

"What this means is, if we can spit-an things and welcome people here for this, this media machine for three years," she think it will do a lot for our economy if embrace it."

For more information about the 2000 \$ Gorge Games, log onto the event's webst www.gorgegames.com.

Cook is a Hood River free-lance writer



Getting vertical during freestyle windsurfing competition at the hatchery.

in Depth

Juice Marketers: Who Does What

With per capita consumption of bottled water fast approaching juice volume, marketers in the category, which covers fruit beverage and new age, are scrambling to maintain share of stomach.

Sponsorship offers juice brands an opportunity to connect with their primary audience—families and health-conscious consumers—as well as hooks for retail tie-ins.

One roadblock: PepsiCo, Inc. and The Coca-Cola Co., owners of Tropicana and Minute Maid, the number one and number two brands, respectively, lock up the juice category in most of their deals.

Per capita volume for fruit beverages was 15 gallons in '98-no change from '97, according to consultancy Beverage Marketing Corp.-while bottled water volume rose to 13.9 gallons, up from 12.7 gallons in '97.

Superpremium juices such as Odwalla and Fresh Samantha, which are active sponsors, still represent only a small portion of the category but are its fastest growing segment, said Gary Hemphill, vice president of Beverage Marketing.

The lion's share of juice sales is through grocery outlets, but because superpremiums mostly market single-serve products, selling through c-stores, delis and nontraditional retailers is key, Hemphill said. The emergence of the niche players and Americans' penchant for eating and drinking on the go has spurred the juice giants to put more marketing push behind single-serve, ready-to-drink items, he said.

Hot Category

First Newspapers Enter Venue Naming Game

A new category has joined airlines, autos, telecoms and banks as buyers of venue title: newspapers.

In the past month, the San Francisco Chronicle signed a five-year, estimated mid-six-figure-per-year title of California's Concord Pavilion and the Pittsburgh Post-Gazette took a six-year, estimated mid-six-figure-per-year cash and in-kind title for the former Coca-Cola Star Lake amphitheater. The venues are now called the Chronicle Pavilion at Concord and Post-Gazette Pavilion at Star Lake, respectively.

Newspaper Wars Spur Chronicle Deal

The Chronicle, which sponsors roughly 100 events annually, bought naming rights to gain market share in San Francisco's East Bay, one of the country's most competitive newspaper markets. The area also is served by Contra Costa Newspapers, publisher

WHO

San Francisco Chronicle and Pittsburgh Post-Gazette

TAKEAWAY

Tight competition and need to connect with Gen-Xers motivate deals.

of four community papers, and San Jose Mercury News-all owned by Knight-Ridder, Inc.

"Contra Costa County is experiencing major population growth and it's a huge target for us," said Debra Hall, the Newspapers continued on page 6

RO

Canadian Festival Sponsorship Yields 32-to-1 Return For Louisiana Tourism

A \$250,000 sponsorship of the Montreal Int'l Jazz Festival generated \$8 million in media equivalencies for the Louisiana Office of Tourism, prompting the state agency to renew for the July 2000 event and consider adding sponsorship of Toronto's du Maurier Downtown Jazz Festival next year.

The return far exceeded the \$1 million worth of coverage the tourism board anticipated, said Kristian Sonnier, PR account executive with ad agency Peter A. Mayer and Partners, which spearheaded the tie. The agency monitored Canadian and U.S. TV, radio, newspaper, magazine and Internet coverage.

"The return was so big we couldn't pass up" renewal, Sonnier said. The agency tabulated value using media rate cards for comparable exposure, he added. It did not count brief mentions.

Why So Much Exposure? The tourism board aligned with the Montreal event because Louisiana's Louisiana continued on page 2

LIBERTYBAY.COM

seeks event deals for access to cosponsors and consumers

NAUTICA

aligns with Subaru Gorge Games following sales growth from other sponsorships

AVON

adds Hispanic-targeted ties as new ad campaign rolls

THE NORTH FACE

generates sales spike from sponsorship of Chicago museum

WARNER LAMBERT CANADA stakes out festivals to introduce new oral healthcare product

NEW DEALS

ASSERTIONS

PHILIPPE MONNET'S MISSION IMPOSSIBLE

SPORTBOAT VACATION IN TOBAGO

MAGE GAS

Our survey of bowmen finds a hands-down winner for best harness, and other preferred equipment

Diana's Mark Van Note (tools in moulh) times the Farr 40's rig

SEPTEMBER 20 \$3.99 CAMADA SA

SPECIAL EDITION



AMERICAN SAILOR

UPPLEMENT INSIDE

TO DESCRIPTION OF THE PROPERTY OF THE PROPERTY

GORGE GAMES Parting the Columbia River Gorge, Morgan Larson skipper) and Kevin Hall streak downwind during 49er competition at the Subaru Gorge Games

SUBARU GORGE GAMES

CASCADE LOCKS, Ore.-Columbia River Gorge, 7/7-9, 23 boats, 10 tö 22 knots

THE FINAL STOP ON THE 49ER U.S. West Coast Tour was the Subaru Gorge Games, a multisport event with a \$10,000 winner's purse. The English Olympic Team of Ian Barker and Simon Hiscoucs in Holt assumed an early lead and held

on to win the event, withstanding a strong charge by Seattle natives Jonathan and Charlie McKee in *Team McLube*.

At the end of the first day, the McKee brothers were one point out of first, but Barker and Hiscoucs maintained a four-point lead at the end of day two. "It was pretty tight," said Charlie McKee. "We just barely got them in the last race to keep in touch. We hoped they'd make a mistake, but they just didn't falter. Our

boathandling was good, but they had more upwind speed."

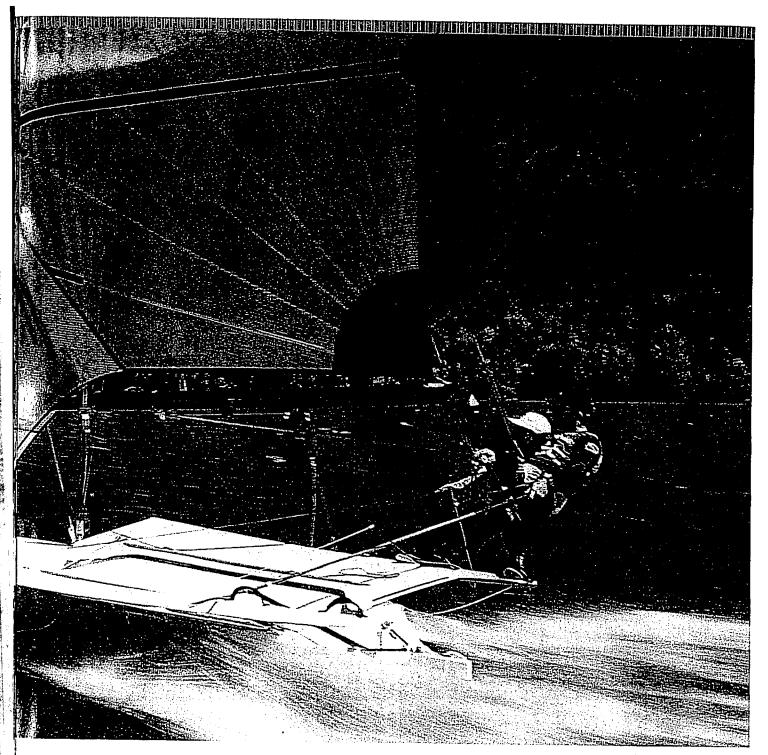
On the final day, the race committee shortened the course and moved it closer to shore, and Barker and Hiscoucs finished 2-1-3 to secure the win and the cash prize, while the McKees took second overall ahead of British sailors Alistar Richardson and Pete Gleenhalsh.

The other much anticipated sailing event was the 17-mile "Blowout" race, which fea-

tured windsurfers and kite boarders. Kiteboarder Cor-Roeseler finished the race in 53m:53s, seven minute ahead of the top windsurfer Dale Cook.

1. Holt, Ian Barker & Simon His coucs, GBR (25) 2. Team McLubt Jonathan & Charile McKee, Seattli WA (31) 3. Storm, Alistar Richarc son & Peter Gleenhalsh, GBR (41) 4 Ultra Nectar, Morgan Larson an Kevin Hall, Capitola, CA (57) 5. No. tel Networks, Jason Rhodes & Gar Boyd, CAN (58).





SAILING WORLD CHICAGO NOOD REGATTA

CHICAGO, III.—Chicago YC, 6/16-18, 282 boats, 3 to 22 knots

WITH 282 BOATS, THIS YEAR'S Sailing World Chicago NOOD regatta drew the largest fleet in the event's history.

The 42-boat Tartan Ten class anchored the record turnout at the Chicago NOOD presented by Mount Gay Rum, and Bill Buckles' T-Ten Liquor Box opened the regatta with two wins. He followed the performance with 3-3 finishes on the second day. On the last day, Buckles got lost in the pack. "I knew I wanted to go left, but there were too many boats around," said Buckles. "So I footed to go left, and when we tacked back, we had three-quarters of the fleet in our pocket."

Buckles finished fifth to

earn Liquor Box its class win.

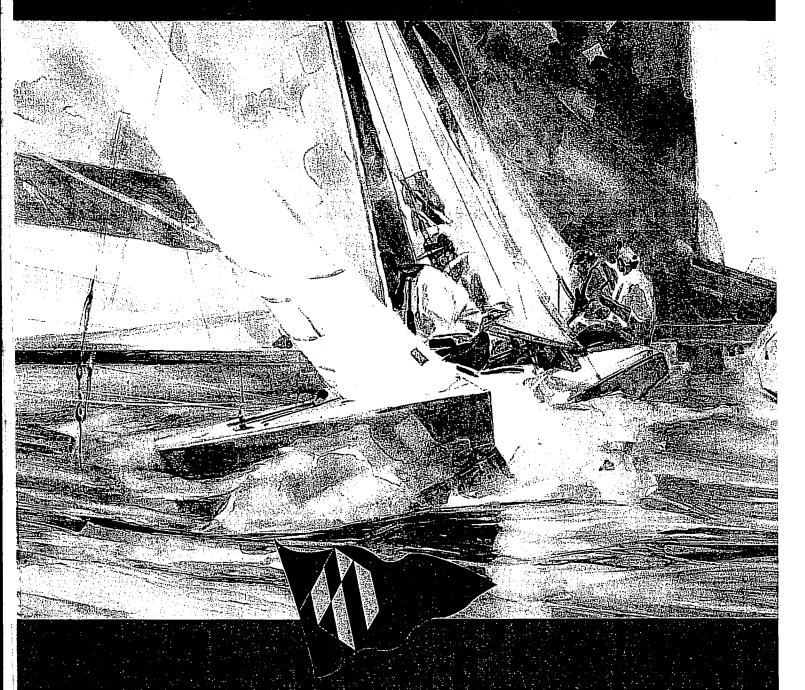
The Laser 28 class/held its World Championship at the event, and former North American champ Denise Bienvenu of Canada won the series. "We like the heavy air," said Bienvenu. "And that's apparent from our results."

Bill Alcott's Santa Cruz 70 Equation won the Great Lakes 70 class by beating Richard Jenning's *Pied Piper* in the last race of the series.

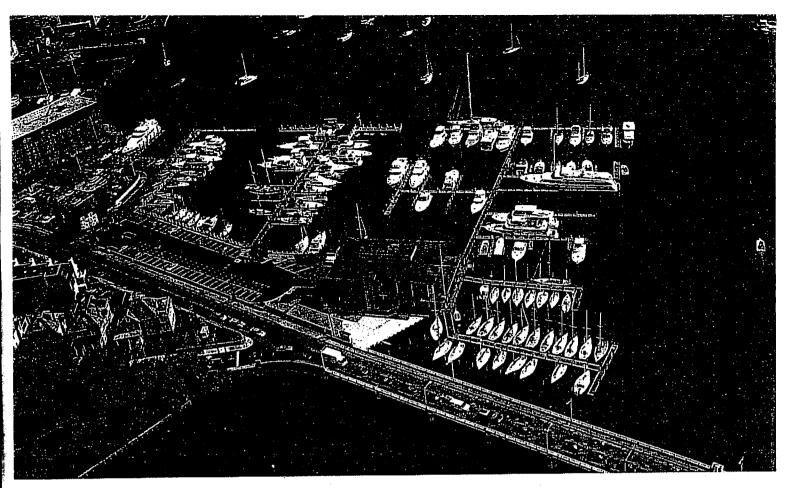
-CYNTHIA GOSS

Beneteau 40.7 (8 boats): 1. La Tempete, Tom 5 Deb Weber, St. Charles, IL (6) 2. Majic, Dorsey Ruley, Chicago, IL (12) Beneteau 42 (8 boats): 1. Kiaora, Ronald W. Carroll, Hinsdale, IL (12) 2. Mirage, John Boyle, Aurora, IL (13) Corsalr (9 boats): 1. Rush Hour, Robert Lang, Chicago, IL (7) 2. Tri N Catch Me, John Achim, Menomonee Falls, WI (14) Cruiser Racer (8 boats): 1. Bravo IV (Metalmast 30), Bob Foley, Vernon Hills, IL (7) 2. Irish Rover (PT 30 MKII), Geary Finn, Prospect Heights, IL (12) Farr 40 (13 boats):

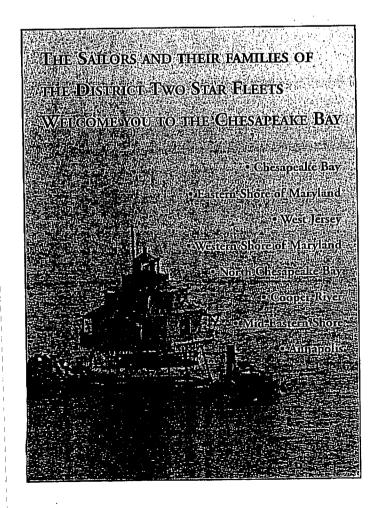
2000 STAR CLASS WORLD CHAMPIONSHIP

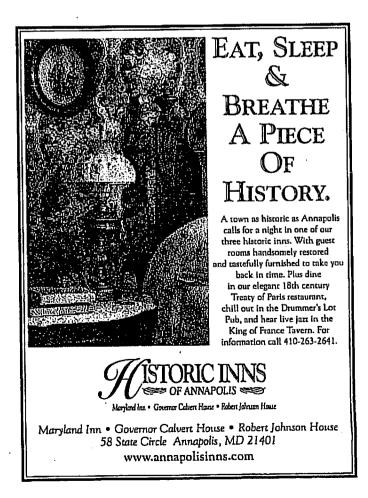


Annapolis Yacht Club • Annapolis, Maryland, USA
Way 10-21, 2000



THE ANNAPOLIS YACHT CLUB







Dear Star Class Sailors:

In May of 2000, Annapolis Yacht Club in conjunction with the International Star Class Yacht Racing Association, will host the Nautica 2000 Star Class World Championship in Annapolis. On behalf of the members of Annapolis Yacht Club, it is my pleasure to welcome the Star Class competitors and their families to our club, to Annapolis and to the beautiful Chesapeake Bay.

Annapolis Yacht Club's Race Committee and the Nautica 2000 Star Worlds Organizing Committee have been planning a World Championship and Olympic Qualifier that will provide the finest in racing and shore side activities. Please refer to www.annapolisyc.com or contact the club directly for further information and the most current news of the event. To assist in your planning, we have provided in these pages a reference guide to answer some frequent questions.

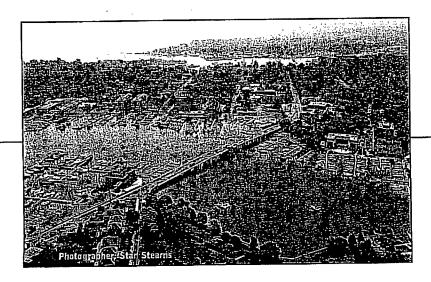
| Letter from the Governor/Letter from the Mayor | 2 |
|---|-------|
| About Annapolis/Annapolis Yacht Club | 3 |
| List of Sponsors | 3 |
| Organizing Committee | 4 |
| Annapolis Overview | 5 |
| Notice of Race | 6-7 |
| Eastport | 8 |
| Transportation/Directions to Annapolis Yacht Club | 9 |
| Accommodations | 10-12 |

Welcome to Annapolis Yacht Club. See you in May.

Sincerely,

Karl F. von Schwarz Commodore

Kud 2. von Shing



City of



Annapulis

OFFICE OF THE MAYOR 149 BUKE OF GLOUCESTER STREET ANNAPOLIS, MARYLAND 11491 Annapolis (410) 263-7997 Baltimore (410) 269-8138 Washingun (301) 261-1123 Washingun (410) 216-9254

DEAN L. JOHNSON Mayor

We are so very pleased to have been chosen to host the 2000 Star Class World Championship in May of 2000. We are so very pleased to have been chosen to host the 2000 Star Class World Championship in May of 2000. Annapolis has played host to many other large sailing events and we look forward to May of 2000. Annapolis has played host to many other large sailing events and the role of 2000 welcoming you with the same enthusiasm and community spirit. We understand the role of 2000 welcoming you with the same enthusiasm and community spirit. May of 2000. Annapolis has played host to many other large sailing events and we look forward to welcoming you with the same enthusiasm and community spirit. We understand the role of 2000 selectioning you with the same enthusiasm and community spirit. We understand the role of 2000 selection of Olympic competitors and we are honored to have star World Championship plays in the selection of Olympic competitors and we are honored to have athletes as talented as yourselves competing in the Chesaneake Bay. July ⁷⁹, 1⁹⁹⁹ Dear International Star Class Competitor:

Sur world Lnampionship plays in the selection of Ulympic competition at the Chesapeake Bay. athletes as intented as yourselves competing in the Chesapeake Bay. The historic City Dock area in Annapolis has been receiving maritime visitors for over 350 years.

Annapolis is unique in our beritage and our ability to agreence this beginner by maintaining our The historic City Dock area in Annapolis has been receiving marilime visitors for over 350 year.

Annapolis is unique in our heritage and our ability to preserve this heritage by maintaining our Annapolis is unique in our heritage and our ability to preserve this heritage and uniterfect and Annapolis is unique in our heritage and our ability to preserve this heritage by maintaining our historic district and waterfront as it has been since the town plan was adopted in 1694. Today, historic district and waterfront as it has been since the town plan was adopted in 1694. Today, has provided the securities that exceede a securities that exceeded a securities that exceeded a securities that exceeded a securities of the first force of the first fo historic district and waterfront as it has been since the town plan was adopted in 1694. Today,

Annapolie is known as the 'Sailing Capital of the East Coast', a reputation that supports a strong

Annapolis is known as the 'Sailing Capital of the East Coast', a reputation that su-maritime economy and lures many world-class sailors to make their homes here. We are proud of our maritime history and feel fortunate to have the opportunity to host your event

here next spring.

Smooth Sailing!

Sincerely.

Dean I Lohnson Mayor

e-mail: mayor@ci.annapolia.mu

STATE OF MARYLAND OFFICE OF THE GOVERNOR



August 15, 1999

Greetings:

As Governor of the State of Maryland, it gives me great pleasure to join with the City of Annapolis and the Annapolis Yacht Club in inviting all Star sailors to Annapolis to contest the Nautica 2000 Star Class Championship.

Annapolis and the Chesapeake Bay are truly world-class sailing venues. You will find that our facilities and race management personnel are second-to-none. I am confident that the competition, stewardship and camaraderic for which the Star Class is renown will find a wonderful home in our waters.

For those of you who will be visiting Maryland for the first time, I encourage you and your familles to come prepared to explore our waters and our State. From the history and charm of Annapolis, to the enchanting waters of the Chesapeake, to the excitement and bustle of Baltimore, you will find Maryland and our nearby Nation's Capital a memorable setting for this prestigious championship.

Maryland looks forward to having you sail with us in May of 2000.

Paris N. Glade -Parris N. Glendening

Annapolis, Maryland USA

Star sailors arriving in Annapolis in May 2000, will find one of America's oldest and most historic cities. This working seaport town has been welcoming sailors from around the world to its docks for over 300 years. Located on the Chesapeake Bay within 40 miles of Washington, DC and Baltimore, MD, Annapolis is a popular destination for visitors traveling by land or sea. The Severn River and two of its many creeks bound Annapolis and are home to a vibrant maritime industry. The city's 17 miles of shoreline put water at the end of almost every street. Shops, restaurants, marinas and inns are within easy walking distance of the city dock.

Welcome to Annapolis, the sailing capital of America. Annapolis was founded in 1649. A National Historic Landmark, the city has more surviving revolutionary war period buildings than any other city in the United States. It is the capital of the state of Maryland, and served as the nation's capital for two years during the revolutionary war. Annapolis is also home to the United States Naval Academy, founded in 1845, and to St. John's College, the third oldest college in America, founded in 1696. Most of the city's many historic buildings are located within walking distance of the town square. Over three and a half million persons visit Annapolis yearly from around the world. In addition to the historical district, Annapolis offers its visitors a wide variety of activities. During the day, Main Street bustles with shoppers visiting the shops and boutiques. There are many fine restaurants to enjoy. No visit to the area would be complete without tasting Maryland Blue Crab soup, and Annapolis is famous for its crab cakes.

During the Nautica 2000 Star World Championship, Annapolis will also be alive with the spring commencement celebrations for the Naval Academy and St. John's College graduating classes. Make your reservations early if your plans include a stay in one lovely hotels or inns in the heart of Annapolis. Above all else, Annapolis means sailing. From Clipper Ships to Whitbread 60s, the world's fastest boats and finest sailors have sailed into town. As the acknowledged sailing capital of the United States, Annapolis hosts many, world class sailing events every year. Annapolis is many classes choice of venue to host their national and world championship events. In the recent past, Annapolis has hosted such world class events as the Snipe Women's World Championship, the Lewmar Cup, the International J-24 World Championship, and the International J-22 World Championship. The area has recently gained a reputation for top match racing competition, hosting the

BOAT/U.S. Santa Maria Cup, an International Grade 1 Match Race, and the Prince of Wales Match Racing Regatta. The world was watching as the Atlantic leg of the 1998 Whitbread Round the World Race was started off Annapolis. The Whitbread stopover had the largest live audience for a single event in the history of yacht racing. Whether the event is the upcoming Volvo Ocean Race or the Nautica 2000 Star Class World Championship, Annapolis means sailboat racing.

www.ci.annapolis.md.us

Annapolis Yacht Club

In 1883, the Severn Boat club was founded on a piece of land rented from nearby St. Mary's Church. The name was changed in 1918 to the Annapolis Yacht Club, eventually moving to its present location at the foot of Compromise Street. Annapolis Yacht Club is one of the oldest and most respected yacht clubs in the United States. AYC has been host to numerous top level sailing events and some of the sport's most prestigious regattas including National, North American and World Championships. Annapolis Yacht Club has a long history of competitive sailing. The club membership includes some of sailing's top competitors, officials, and yacht designers. World class sailors Gary Jobson, Bruce Farr, George Collins, Chris Larson, Jim Allsopp, Jim Brady, and Terry Hutchinson actively race out of Annapolis Yacht Club. Annapolis Yacht Club is well known for top level race management. The AYC Race Committee, under the long term guidance of its chairman, Chip Thayer, boasts a membership that includes several past RC chairman, International Judges, and International Race Officers. Biannually, the Annapolis Yacht Club hosts the Annapolis-Newport Race in conjunction with the New York Yacht Club and the Ida Lewis Yacht Club.

www.annapolisyc.com

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Organizing Committee

Jim Capron Chairman

Phone: (w) 301-424-9500 E-mail:.jcapron@capron.com Barbara Vosbury Co-Chairman

Phone: (h) 410-923-2063

E-mail: bvosbury@e-mail.msn.com

Annapolis Yacht Club

Karl von Schwarz, Commodore Art Libby, Vice Commodore Mark Myers, Fleet Captain/Liaison

Awards

Ann Franklin Beach Elliott Oldak

Housing

Debbie Gosselin

Phone: (h) 410-757-7440 E-mail: almarina@aol.com

Jury

Ron Ward, Jury Liaison Hans-Kurt Andersen, Jury Chairman

Measurement

John Jenkins

Media

Dave Gendell Mary Iliff Ewensen

Publications

Ted Ruegg

Race Committee:

Chip Thayer, Race Committee Chairman Mark Murphy, Principal Race Officer

Regatta Central

Rene Valliant, Chairman Joanie Thayer, Registration Cathy Kramer Hull, Merchandising Patti Oldak, Star Class Representative

Shore Side Logistics

Jack Lynch Lew Norwood, Support Craft

Sponsorship

Jo Anne Schram Phone: (w) 410-897-0510 E-mail: luceca@clark.net

-man. raceca@o

Social

Julie Winters, Chairman Steve Kling, Ceremonies

Star Class Representatives

Elliott Oldak, District Two Steve Kling, Western Shore of Maryland Jack Lynch, Annapolis

Secretary

Marcia Grosvenor

Annapolis Yacht Club

2 Compromise Street • Annapolis, Maryland 21401
410-263-9279 • Fax: 410-267-6153

E-mail: starworlds@annapolisyc.com • Web Site: http://www.annapolisyc.com

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